



IN THIS ISSUE

- 2 International business opportunities
- 3 Swedish-Canadian Chamber of Commerce
- 4 ICT sector in Thailand
- 6 The U.S. Connection: Bio 2001, Plast-Ex 2001 and Carolina Telecom
- 7 CPI Canada Inc. and CCC
- 8 The Netherlands building sector
- 10 EDC report: Exports
- 11 Japan: Global Venture Forum 2001
- 12 China: InfoCom-ChinaWest
- 13 Strategic partnerships with Italian companies
- 14 Conferences/seminars/meetings
- 15 Trade fairs and missions

Vol. 19, No. 7 –
April 16, 2001

UNITED KINGDOM
(See insert.)

In the U.S. and France

Webmotion on the move



Early last year, Profit magazine identified **Webmotion Inc.** (www.webmotion.com) as one of the top 10 hottest new growth companies in Canada. Revenue growth of 237% in 2000 shows it wasn't a bad choice.

The real story is exports

But while the Ottawa-based Web site design firm enjoys turning heads in Canada, the real story is the inroads the company is making into export markets through its offices in San Francisco and now Paris. "While we have achieved terrific media exposure in Canada, the majority of our sales are still coming out of the US," says co-founder Laurent Liscia. "We have demonstrated that we can compete on the world stage while still remaining quintessentially a Canadian firm — flexible and service-oriented."

With top-tier domestic clients like the Museum of Civilization in Hull as a base, Webmotion could have rested on its laurels. But there was really no border on the market.

Indeed, large-scale firms are the natural market for some of the company's services, which include e-business solutions, such as marketing strategies, Web site creation and deployment, hosting and systems administration. Services are developed around specialized software, WebDeployer™, which allows clients to automate content management, one-to-one marketing and full-service e-commerce.

And some of the largest U.S. financial services companies, Charles Schwab & Co. and Washington Mutual Inc.

Continued on page 10 – Webmotion

Canada's re-engagement with India

Foreign Affairs Minister John Manley announced on March 20 that the Government of Canada will pursue the broadest possible political and economic relationship with India. Canada will encourage bilateral ministerial visits, resume full Canadian International Development Agency (CIDA) programming in India, including industrial co-operation, and provide support to culture and sports.

Canada will continue to build on its strong historical relationship with India. Both countries work together in the Commonwealth, the United Nations and the World Trade Organization on a number of multilateral issues ranging from peacekeeping to trade and development. As well, Canada's large and vibrant Indo-Canadian community has contributed to its cultural fabric

Continued on page 13 – Re-engagement

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.

SINGAPORE — Metallic Earth Brushes — Singapore MRT Ltd. (SMRT) is seeking tenders from potential suppliers/manufacturers for a two-year contract for the supply and delivery of metallic earth brushes



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®).

for use on electric multiple units trains. Bidders must appoint a courier service to collect the bid documents from SMRT. Cost per set of bid documents (non-refundable): S\$25.75. Closing date: **May 15, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010215-00551. For details: www.iboc.gc.ca/webleads.asp?id=1836en (Notice received from the Canadian High Commission in Singapore.)

SINGAPORE — Ramp, Third Rail High Speed — Singapore MRT Ltd. (SMRT) is seeking tenders from potential suppliers/manufacturers for a term contract for the supply and delivery of ramp, third rail high speed: 5168MM. Bidders must appoint a courier service to collect the bid documents. Cost per set of bid documents: S\$25.75. Closing date: **May 22, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010314-00946. For details: www.iboc.gc.ca/webleads.asp?id=1974en (Notice received from the Canadian High Commission in Singapore.)

THAILAND — Cable Accessories for 12 kV and 24 kV — The Metropolitan

Electricity Authority is seeking tenders (Bid No. CF3-9031-WBX) for 12 kV and 24 kV cable accessories. Cost of bid documents: 600.00 Thai Baht or US\$35.00. Closing date: **May 18, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010308-00898. For details: www.iboc.gc.ca/webleads.asp?id=1975en (Notice received from the Canadian Embassy in Bangkok.) 🌟

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

Editor-in-Chief: Bertrand Desjardins
Managing Editor: Louis Kovacs
Editor: Julia Gualtieri

Layout: Yen Le

Circulation: 70,000
Telephone: (613) 996-2225
Fax: (613) 992-5791
E-mail: canad.export@dfait-maeci.gc.ca
Internet:

www.infoexport.gc.ca/canadexport

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

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

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call (613) 996-2225. For an e-mail subscription, check the *CanadExport* Internet site above.

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

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

ISSN 0823-3330

CanadExport

For the last two years, Sweden has ranked number one in the world in its use of information technology, an area in which Canada also has considerable expertise. It is fitting, then, that the business organi-

zation presented by the marketing manager of the Canadian subsidiary of the Swedish company Nobel Biocare, covering the different business and cultural practices in Sweden, Canada and the United States.

work that can help Canadian companies looking to become established in the Swedish market," says Wennberg. "Many of our members have parent companies or other associates in Sweden, and through this network, we can put Canadians in touch with the right contacts to help make their venture work."

Chamber's Web site gives glimpse into opportunities

Swedish-Canadian Chamber of Commerce

zation promoting trade relations between the two countries is maximizing its use of the Internet. On February 15, the Swedish-Canadian Chamber of Commerce (SCCC) launched its newly designed Web site, to serve as the organization's main tool for helping Canadian and Swedish companies find and do business in each other's country.

The Toronto-based SCCC, which celebrated its 35th anniversary in 2000, promotes trade, commercial, cultural and social contacts between Canada and Sweden. For its 200 members, the SCCC offers seminars, social and business networking events, company visits, co-operative efforts with other business organizations, and an informal mentoring facility.

Enticing glimpse of opportunities

The new Web site offers Canadians a first glimpse of the possibilities in Sweden. An "About Sweden" section gives a complete overview of the country, including its prime industrial sectors, business environment and business practices.

In addition, the Web site includes news stories, a membership directory, membership information and benefits, and upcoming events. Among recent events were a fall 2000 seminar on business relations between Sweden and Canada and a well-attended lec-

"It's an important issue to bring up," explains SCCC Executive Director Alexandra Wennberg. "People who haven't done business in other



countries expect business to be conducted in the same manner."

Bilateral trade a natural fit

That said, Wennberg considers trade between Sweden and Canada to be a natural fit. "There are similarities in infrastructure, style of living, and education that make it easier for Canadians to integrate into the Swedish market, and vice versa. There's no huge cultural shock."

Good opportunities lie in the areas of pulp and paper, pharmaceuticals, automotive, forestry, wireless communications, and, of course, information technology. As a member of the European Union (EU), Sweden is also considered a gateway to the Nordic and Baltic markets.

Strength lies in networking

Facilitating networking opportunities is the SCCC's main strength. "Our membership itself constitutes a net-

Valuable links in Sweden

In Sweden, the SCCC keeps in close contact with the Canadian Embassy in Stockholm and has co-operative efforts with organizations such as the Canadian Swedish Business Association (CSBA), also in Stockholm, as well as the 12 chambers of commerce located in the different regions. "Our contact with other chambers in Sweden is a very useful resource. We can get Canadian companies market information specific to a region and save them time and money in doing their own research."

Informal mentoring helps new members

In addition, the SCCC offers informal mentoring that can be particularly helpful for new members. "For companies coming to us for the first time, I can refer them to a company in Toronto that has already gone through the export process, or is in the same industry, or has the contacts or resources to help the new company — as long as they're not directly in competition, of course!"

As Wennberg explains, this is what attracts people to becoming new members — "the ability to increase their contacts and networking abilities, by joining forces with people who are dealing with many of the same issues that they are." A visit to the SCCC's new Web site is an excellent place for interested companies to start.

For more information, contact Alexandra Wennberg, Executive Director, tel.: (416) 925-8661, fax: (416) 929-8639, e-mail: alexandra@sccc.ca Web site: www.sccc.ca 🌟

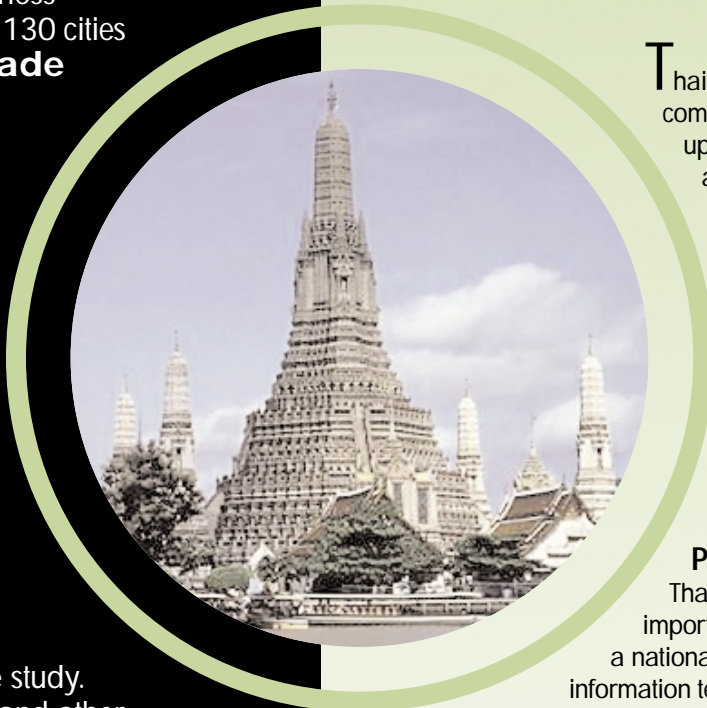
(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Business Chamber/Associations")

THAILAND

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 one study. For the full version of this and 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 Information Technologies

Thailand's information and communications sector is picking up speed and offering an array of opportunities for Canadian firms along the way. It is estimated that the sector grew by a healthy 40% in 2000 with a value of \$1.75 billion. This followed the boom year of 1999 where Y2K fears spurred growth to an impressive 35%.

Market Size and Potential

Thailand has placed great importance on the development of a national telecommunications and information technology (IT) infrastructure.

Initiatives include the implementation of an expanded Copyright Law in 1994; the establishment of the National Electronics and Computer Technology Centre (NECTEC) to oversee IT development; and the cautious opening up of the two state telecom enterprises to allow for wireless communications and the Internet. To meet its World Trade Organization obligations, the Thai Government has adopted a master plan that calls for the gradual

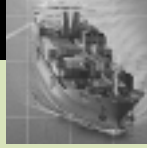
HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE



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

See insert for your Information and Communications Technologies Market contacts in Asia-Pacific.



Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

and Communication (ICT) Sector

liberalization and privatization of the telecommunications industry by 2006.

Thailand is a technology-receptive market, and businesses now recognize ICT investment as a necessity to remain competitive. Although the ICT industry in Thailand suffered a financial setback in the 1997 economic crisis, the potential of the industry remains forward-looking and sound.

Opportunities

Opportunities for Canadian companies exist in software, computers and peripherals, Internet and web-based services, wireless technologies, business systems integration, and human resource training. The most active clients will continue to be small and medium-sized enterprises attempting to cash in on the current technology drive, but new larger clients will become increasingly available as privatization progresses.

Sub-Sectors of Opportunity

• **Software:** Although software piracy is a serious problem, packaged software sales reached \$250 million in 1999, and are expected to grow to more than \$2 billion by 2004. Educational software — an estimated US\$100 million market — will be in high demand as the Thai government implements mandatory 12-year education as a basic right for every citizen. Opportunities also exist in multi-lingual, e-commerce, multimedia, operations platforms, business



supply chain software, electronic data interchange, management information systems, and training and consulting.

- **Internet and web-based services:** E-commerce is growing at a tremendous rate and Thai consumers and businesses alike are quickly jumping on the Internet bandwagon to keep pace with their Southeast Asian neighbours. Opportunities are available in Web site development, real-time financial data procurement, security software, e-banking services, on-line trading, business-to-business development, and real-time supply and delivery mechanisms, training, logistics, and system-wide consulting and support.
- **Computers and peripherals:** Major computer retailers forecasted a 10-30% rise in sales in 2000. Thai business culture is also encouraging further investment in high-end computers, scanners, monitors, and a growing PC aftermarket.
- **Wireless technologies:** Manufacturers and distributors of wireless products such as mobile phones and hand-held computers with Internet access are expected to grow significantly.
- **Investment:** Opportunities are

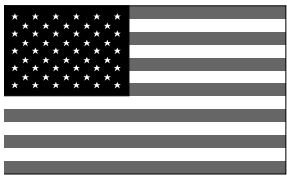
arising as a result of the privatization and liberalization of the telecommunications industry.

In January 2000, the Thai government eliminated the tariff on 157 types of computer and electronic equipment, making imported goods more competitive within the market. As well, lower capital costs and labour make Thailand a good locale for parts manufacturing, assembly and chip production.

See potential?

To learn more about this market, please read the full report, *Information and Communication Technologies Sector Strategy in Thailand*. The report, prepared by the Trade Commissioner Service in Bangkok-Thailand, is available on-line at 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 graphic with the text "The Information and Communication Technologies (ICT) Sector". At the bottom, there is a button that says "Access our market studies" with a mouse cursor pointing to it.



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**.

SAN DIEGO — June 24–27, 2001 — Canada's bio-industries are booming and this year's Canadian Pavilion at **BIO 2001** (www.strategis.ic.gc.ca) proves it. Eighty biotech companies, associations and research organizations, as well as municipal, provincial and federal government agencies with biotechnology responsibilities will be represented in a display area comprising 51 booths.

Canadian exhibitors at **BIO 2001** represent a dynamic industry that has grown 25% between 1998 and 1999, reaching revenues of \$1.9 billion in 1999. And the number of true biotech

BIO 2001: "The biotechnology gateway"

firms (whose primary business is biotechnology) has increased to more than 360 in 1999, up from 282 in 1997. With R&D spending up 19% between 1998 and 1999 as well, biotech is clearly a "go" for growth in the coming years.

For more information, contact Brantley Haigh, Business Development Officer, Canadian Consulate General, Los Angeles, tel.: **(213) 346-2761**, fax: **(213) 346-2767**, e-mail: brantley.haigh@dfait-maeci.gc.ca or Mark Craig, Bio-Industries Co-

ordinator, Trade Team Canada, Life Sciences Branch, Industry Canada, tel.: **(902) 426-9958**, fax: **(902) 426-6093**, e-mail: craig.mark@ic.gc.ca ✨

2001 Carolinas Telephony and Technology Symposium

MYRTLE BEACH, SOUTH CAROLINA — October 11–13, 2001 — The Canadian Consulate General in Atlanta is calling on Canadian manufacturers of telecommunications equipment and software, as well as providers of telecom services in Customer Premise and Central Office equipment, to participate in the **2001 Carolinas Telephony & Technology Symposium**. The event is a highly cost-effective way for companies to enter this region in the U.S. that now boasts a population of approximately 11 million.

The symposium is an annual event that typically attracts more than 120 telecommunications managers from large end-user companies in both North and South Carolina, as well as executives from local TELCOs (telephone

companies), CLECs (competitive local exchange carriers), IXC's (interexchange carriers) and ISPs (Internet service providers). Participants can exhibit, make technical presentations and network with these telecommunications decision makers, often producing successful outcomes. For example, an Alberta company landed a considerable number of immediate leads after presenting at last year's event.

To make arrangements to deliver a presentation, contact Steve A. Flamm, Business Development Officer, Canadian Consulate General, Atlanta, tel.: **(404) 532-2018**, fax: **(404) 532-2050**, e-mail: steve.flamm@dfait-maeci.gc.ca

For more information, contact R. Carlisle Reames, Executive Director (and event organizer), Telephony &

Canada's premier plastics show Plast-Ex 2001

TORONTO — April 30-May 3, 2001 — **Plast-Ex 2001** (www.plastex.org) is North America's second-largest plastics show, with close to 500 exhibitors and nearly 12,000 industry participants from around the world. They will all be there — resin producers, mould makers, producers of plastics products and machinery makers.

Plast-Ex is an international event; make your plans early!

Team Canada Inc. will be at **Plast-Ex** in force. Meet with us at booth #127, during the Export Café breakfast on May 2, and at the show's International Business Centre.

For more information, contact Jim Burt, U.S. Business Development Division, DFAIT, tel.: **(613) 944-6576**, fax: **(613) 944-9119**, e-mail: jim.burt@dfait-maeci.gc.ca ✨

Technology Association of the Carolinas, Columbia S.C., tel.: **(803) 731-0662**, fax: **(803) 731-0341**, e-mail: Rcrassoc@infoave.net Web site: www.rcrlink.com ✨

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.

Good communications are essential to good partnerships. But for **CPI Canada Inc.**, Communications and Medical Products Division, the opposite is also true: good partnerships are invaluable to its position as a leading world supplier of klystrons for satellite communications. One of CPI Canada's most valuable and long-standing partners is the Canadian Commercial Corporation (CCC), which has been working with the company for over 45 years to export its expertise, most recently to the U.S. Army's Communications and Electronics Command (CECOM).

Long-term partners in the U.S.

CPI and CCC

CPI Canada began life as Varian Canada Inc. in 1954, when U.S. company Varian Associates established a Canadian division in Georgetown, Ontario, to manufacture reflex klystrons used in the avionics gear of Canada's fighter aircraft. From that beginning, Varian Canada evolved into the world's leading design, development and manufacturing specialist of microwave and millimeter wave tubes and complex electronic equipment for communications and medical applications. Varian Canada became CPI Canada in 1995.

The 300-employee CPI Canada is expecting a business volume this year of US\$35 million. The company exports 98% of its products, largely to the United States, Europe and Asia. "Our equipment is found in every region

of the globe," says CPI Canada Vice-president of Business Development Klaus Beecker.



CPI Canada Inc.'s klystron tube.

Competitive edge for klystrons

CECOM has been a U.S. military client for CPI Canada for approximately 15 years. As Varian, the company manufactured the klystron tubes originally built into equipment that the U.S. Army purchased for its tactical satellite communications network. "Since the initial purchase, we have replaced and repaired these klystrons as they reach the end of life," explains Beecker.

The company's repair contracts with CECOM — the latest valued at US\$1.5 million for one year's worth of klystron requirements — were won on a competitive basis, with CCC acting as prime contractor. All CECOM contracts have included annual purchase options for up to five years, each of which CECOM has chosen to exercise.

"For the customer to exercise all the options, and then to come back and contract with CPI Canada again means that CPI is obviously a good

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

supplier to them, with a very high-quality product," says CCC Project Manager Victoria MacKenzie, who has enjoyed her three-year working relationship with the company.

Long-standing partners

CPI is no newcomer to either the United States or CCC. "We have worked extensively with U.S. government labs and agencies in developing new products over the years," explains Beecker. "And all of our exports to U.S. government agencies have been contracted through CCC."

While the joint U.S./Canada Defense Production Sharing Arrangement mandates that all purchases over US\$100,000 from Canadian companies be made through CCC, CPI Canada also highly values the service. "CCC vouches for Canadian industry and saves us a whole lot of hassle in having to deal with U.S. accounting procedures," says Beecker. "We have no intention of changing this arrangement. It works well, and when something works well, you don't even think of making changes, except to make it even better."

Continued on page 9 — CPI

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.

The building sector in the Netherlands is flourishing, thanks to a healthy economy and low mortgage rates encouraging the Dutch to trade rental payments for down payments on their own homes. Stimulated by this growing demand for home ownership and its associated infrastructure, production in the building sector increased by 4% in 1999, with commercial and institutional building increasing by 7.5%. The number of companies operating in the sector now stands at 86,000. Growth is expected to decline in the near future however, due in part to a shortage of skilled labour, rising costs and capacity problems.

Sector profile

The Netherlands: Construction and building products

Market overview

Recent figures published by the Central Bureau for Statistics (CBS) indicate sales by Dutch construction companies increased, on average, 10% in 2000, reaching 132 billion florins (Fl.), up from Fl. 119 billion in 1999 [1 florin = C\$0.64]. Of these companies, installation firms reported less than average growth, while companies specializing in hydraulics and road construction saw their sales rise by 13%. Medium-sized companies account for 42% of construction sales; large companies 38%; and small firms make up the remaining 20%.

The sector currently employs an equivalent of 485,000 (based on full-time employees) but there is a shortage of skilled labour. The number of employees in the sector has grown continuously in recent years but a gradual decrease is predicted between now and 2005, when the sector is expected to employ 472,000.

The European Investment Bank (EIB) economic institute forecasts a leveling-off in growth over the next few years — to 2.5% in 2001 and 1% each year thereafter — due mainly to

rising costs and capacity problems. Construction of utility and office buildings will suffer most, with growth in 2001 falling to approximately 1%. New home construction is expected to remain buoyant, rising 4% this year. However, once large-scale “Vinex” housing developments are completed in 2002, home building will likely level off as well. As is often the case, “when a door closes a window opens” and so this reduced building demand will be off-set by an increased demand for home renovation and maintenance work.

The construction of roads and waterways also grew in 1999, by 9.7%, and is expected to rise to 11.4% this year. This growth is mainly due to expenditures on the rail infrastructure, including a number of large-scale projects such as the high-speed rail links and the “Betuwe” freight line. Growth in this segment will likely level off after 2002 as well.

The Dutch do-it-yourself (DIY) market is also buoyant, reporting retail sales in 2000 almost 5% higher

than in 1999. The DIY market is worth some Fl. 8 billion annually, with Dutch consumers spending Fl. 2.6 billion a year on building and wood products for home improvement. The Dutch also buy plenty of paint, wall and window materials (Fl. 1.32 billion); sanitary ware and tiles (Fl. 1.0 billion); ironmongery (Fl. 543 million); tools (Fl. 388 million, with a clear preference for “Grade A”); and adhesives and fillers (Fl. 155 million) as well. A healthy economy and a turbulent housing market have contributed to this sector's continuing growth, up 29% between 1995 and 1999.

New homes need gardens, and so the well-established garden centre market in the Netherlands is booming as well.

Opportunities

Traditional Canadian exports to the Netherlands in construction lumber — specifically Canadian Lumber Standards (CLS) spruce/pine/fir (SPF) — dovetail nicely with this growth in the Dutch building sector. Canada lumber exports of hemlock and hemfir are used mainly in the carpentry and wood-working industry and western red cedar is used as exterior siding.

Canadian lumber exporters can expect continuing opportunities in view of the strong Dutch wood-working industry which produces such items as door- and window-frames, and the lack of standardization in sizes for such items. There will certainly be a market for Canadian wood-based building materials and products, from construction lumber and sheet materials to higher priced hardwood lumber and added-value products such as flooring, both pre-finished and ready-to-lay.

In sheet materials, Canadian plywood has declined in importance as the Dutch have moved toward oriented strand board, including Norbord's Scottish “Sterlingboard”. However, a market remains for specialty plywood.

In addition to western red cedar, there are opportunities for innovative and attractive “composite” products

Continued on page 9



for exterior siding. Canoxel and other such products have already been successfully marketed here.

Although the Netherlands has a well-developed timber frame construction (TFC) building sector, the Dutch market for pre-engineered and log homes is somewhat limited due to the dense urbanization in the western part of the country.

Canadian building products are already on display at the national "Bouwbeurs" building fairs and include, in addition to the items mentioned above, composite and recycled sheet materials, central vacuum cleaner systems, pneumatic scaffold lifts, and locks for doors and safes.

Open doors to the building market

The Netherlands is a relatively open market, characterized by a large proportion of imports. Few barriers exist, with the exception of Europe-wide measures such as kiln drying requirements for softwood lumber. Most Canadian exporters to the Netherlands in this sector work with local partners, which is essential for selling to end users. In sawn lumber, shippers may either sell directly to importers or may use timber agents, who work on commission. While product literature will eventually need to be translated into Dutch, English is acceptable for initial market exploration.

Sustainable growth

The Netherlands has an active environmental policy and the Dutch are

highly aware of environmental issues such as the importance of forest stewardship. DuBo, a program supported by the government that promotes sustainable building, encourages energy conservation in construction and the use of sustainably produced materials, including wood. Products which are demonstrated to be "environmentally friendly" may therefore enjoy a competitive edge.

Interest is growing in lumber certified as "sustainably produced". The Dutch import trade supports the "Keurhout" timber hallmarking organization, which evaluates certificates accompanying incoming consignments of lumber, while the Dutch environmental organizations actively promote the Forest Stewardship Council (FSC) certification system.

Small volumes of Canadian certified lumber have been imported to date, but as more Canadian producers offer a clear market advantage by certifying their forests, lumber imports from Canada will likely increase. This will apply particularly for species such as western red cedar, which is popular with architects, users and specifiers but is deemed "unsustainable" by environmental non-governmental organizations (NGO) which are campaigning to discourage its use.

Major competition

The Dutch produce many of their own building products, such as doors and door- and window- frames but import much of their electrical equipment, heating, ventilation and air-conditioning (HVAC) equipment, ceramics and tiles,

and roofing material from Europe. Products from low-wage countries dominate the DIY market and garden sector markets which are very price-competitive. Therefore Canadian exporters of high-value, up-market products may be more successful than those companies that compete directly with low-wage producers in Eastern Europe and Asia.

The Netherlands imports most of its softwood lumber from Scandinavia, although imports from the Baltic States have been growing. Canada remains a small player in the lumber import market, contributing only 2% of all imports.

Although niche market opportunities exist for Canadian manufacturers of pre-engineered timber frame and log homes, these firms should be aware that they will be competing directly with domestic timber frame builders.

Useful sources of information

- Netherlands Timber Trade Association (VvNH), e-mail: vvnh@wxs.nl
- H.I.B.I.N. (Organization for traders in building materials), Web site: www.hibin.nl
- Bouwbeurs (main national building products fair), Web site: www.bouwbeurs.nl

For more information, contact C.J. Rowley, Commercial Officer, Canadian Embassy, The Hague, tel.: (011-31-70) 311-1664, fax: (011-31-70) 311-1682, e-mail: chris.rowley@dfait-maeci.gc.ca Web site: www.ocanada.nl 🍁

CPI and CCC

— Continued from page 7

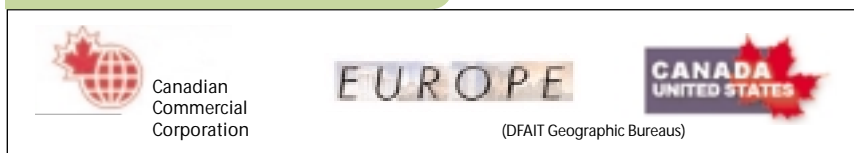
With growing demand for its outstanding product quality and customer service, CPI Canada is definitely counting on its strong partnership with CCC for the years ahead.

For more information, contact Klaus Beecker, Vice-President of Business Development, tel.: (905) 877-0161, fax: (905) 877-5327, e-mail: klaus.beecker@cmp.cpi.com 🍁

365 days a year!

Canadalexport on-line: www.infoexport.gc.ca/canadalexport
"connected" to global markets

Canadalexport on-line sponsors



2000 was a great year for Canadian exporters. Indeed, it was about as good as it gets: world economic growth of nearly 5%, a soft Canadian dollar and solid prices in most Canadian resource markets.

Exports

A fender-bender, not a crash

by Stephen S. Poloz, Vice-President and Chief Economist, Export Development Corporation

The problem with a peak in the business cycle is that every future direction leads downward. And financial markets have been telling us for several months that the good times are over.

Global slowdown underway

A global slowdown is clearly underway, and the epicentre is the U.S. economy,

which has been the world's locomotive for the past several years. Most would acknowledge that a moderation in economic growth was necessary if we were to avoid the emergence of inflationary pressures. Indeed, that is why



EDC's Stephen S. Poloz

a year ago most central banks were raising interest rates, to keep the situation from getting out of hand.

The question now, is, the slowdown getting out of hand? Many would argue in the affirmative, suggesting that the U.S. economy is headed for a slump and will drag the

rest of us down with it. What turned a central bankers' fine-tuning exercise into something far more profound?

The main mechanism seems to have been the bursting of the bubble in technology stocks. Consumer confidence was riding high on that bubble, and now it is coming down to earth. Consumer spending is at the heart of any economy, and if the U.S. consumer stays home, exporters that sell into the U.S. market may as well do the same.

Concerns and remedies

There is reason to be concerned. The linkages between financial markets and consumer confidence are not all that well understood. But there are good reasons to believe that the U.S. economy is not falling off a cliff.

First, the U.S. Federal Reserve has demonstrated its willingness to cut interest rates and expand liquidity in the financial system to whatever extent necessary to ensure that the slowdown is not protracted. The Fed's

Continued on page 11 – Exports

Webmotion on the move — Continued from page 1

have become clients. The firm has also recently garnered a consulting contract in France with Novartis, one of the world's five largest pharmaceutical organizations.

Servicing smaller clients important

That doesn't mean Webmotion has become too big for its britches. Servicing smaller clients is still equally a priority. Indeed, Liscia notes, "Our strategic advantage comes in part from our ability to market a variety of services to small, medium-sized and large enterprises. Not only can we customize and deploy each Web project in a timely and cost-effective manner, but we can assist companies with the development of an infrastructure that grows with their e-business."

To help prospective clients think design questions through, Webmotion has a comprehensive site-planning checklist available on its site.

And proffering advice will be a major new business line for the company, which this year launched an e-consulting business unit, WM Consulting. Its emphasis will be on helping clients refine their Web site ergonomics, and improve online customer service and communication.

"Many clients in the Global 1000 have a need for consulting services which help better define online strategies and how to achieve competitive advantage," states Dorsaf Meliane, head of WM Consulting. "We offer comprehensive e-business industry profiling and personalized Web site analysis. We help firms understand the needs of their target market, how their chief competitors are meeting that demand, and where they themselves need to make changes to remain at the leading edge."

Penetrating foreign markets

How did Webmotion go about penetrating foreign markets?

"Personal contacts and word-of-mouth were very important to us when we were just starting out," says Meliane. "And these are still key factors."

"And from the very beginning we went the trade show route...like this April's E-finance Expo & Conference, to be held at the New York Hilton & Towers. It's only by going up against the best that you can show that you truly belong among them."

For more information, contact Cindy Goldberg, Director of Marketing and Communications, Webmotion Inc., tel.: (613) 731-4046, fax: (613) 260-9545, e-mail: cindy.goldberg@webmotion.com 🌟

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

O SAKA, JAPAN — October 25 – 26, 2001 — For any company in one of four key technology industries with an eye on Japan's hot high-tech market, **Global Venture Forum (GVF) 2001** is one business development opportunity that comes knocking only once.

GVF 2001 is not a trade show, but rather a non-profit event — organized by the Osaka Chamber of Commerce and Industry with financial assistance from the Japanese government and industry — to solidify partnerships in the fields of information technology, biotech and medical technologies, environment and energy and advanced materials. Only those companies with technology solutions having a broad appeal and wishing to grow their business overseas should apply. Companies should also have sufficient resources to handle the follow-up and should not already have an exclusive relationship in Japan.

Approximately 50 firms are selected each year from between 160 and 200 firms world-wide to deliver their business presentations at **GVF**, now in its seventh year. These presentations are also distributed through brochures, via the Internet and through the Japanese media to over 15,000 Japanese organizations seeking partnerships and investment opportunities. A

Global Venture Forum 2001

firm can only be selected to present at **GVF** once, however that single opportunity is often all it takes to establish a beachhead in Japan.

Some participants have used **GVF** to find licensees for their technology,



and distributors and partners to establish sales channels in Japan. Other companies have found **GVF** to be an effective springboard to further their product and prototype development or to conduct joint R&D. Still others have used **GVF** to home in on financing. All companies presenting at **GVF** have benefited from the extensive coverage by the local and national

media, always on the look-out for interesting technology stories.

The first step to a one-time opportunity

Applying to **GVF** costs nothing. Applicants simply submit a two-page draft business presentation before June 14, 2001 to a committee of volunteers, who will assess it based on a number of criteria. If selected to present, companies then pay a nominal registration fee of US\$1,300 which includes the cost of most meals, one night in a hotel, use of all AV equipment, the services of a professional interpreter at all times, and simultaneous interpretation of the presentation.

For more information, contact Peter Drabble, Chief Secretary, North American Secretariat, Global Venture Forum, tel.: (202) 467-4403, fax: (202) 467-4413, e-mail: drabble@wibvwith.com Web site: www.wibv.com 🌟

Exports — Continued from page 10

job today is not to push inflation down, like in the 1980s, but to keep inflation low and stable. That means preventing both economic booms and recessions.

Second, a tax cut is coming. The form and substance of that tax cut may evolve as it makes its way through the Washington policy maze, but it seems very likely to arrive around mid-year.

Third, oil prices have receded significantly, and this constitutes another tax cut working its way through the economy.

Fourth, today's technology and inventory management systems

mean that the shock is working its way through the economy with a speed never seen before. That means that the abruptness of the slowdown is likely to give way to a rapid return to moderate growth later this year.

Overall forecast moderate

Accordingly, a protracted downturn in the U.S. economy remains unlikely. U.S. growth this year will be U-shaped, but should average about 2%. Meanwhile, Europe should post growth of close to 3% this year. South American growth should remain solid, supported by relatively close ties to Europe. Asian

growth will be impacted by the U.S. slowdown, but both China and India have stronger fundamentals than they did just a few years ago.

The brunt of the slowdown will be borne by Mexico and Canada, both of which appear to have sufficient domestic momentum to weather the storm.

The bottom line? World economic growth is likely to average 3.5% this year. Canadian export sales should grow by around 2-3% in 2001 — a far cry from last year's stellar performance to be sure, but a respectable year nonetheless. 🌟

Information and Communications Technologies (ICT) are key to bringing increased goods and services to Southwest China's combined population of 150 million, and that's why the Canadian Consulate in Chongqing is working with the provincial governments of Chongqing, Sichuan, Yunnan and Guizhou provinces to host **InfoCom – China West**, a networking seminar designed to build new ICT partnerships under China's Western Development Strategy (WDS). The seminar will take place in Chongqing June 12, 2001.

A major thrust in Southwest China's WDS is the expansion of ICT infrastructure and capacity. The WDS is financially committed to using ICT to broaden the range of goods and services to the region, which in turn will open up substantial regional market opportunities for IT and telecom technologies, goods and services. And, by removing regulatory barriers to foreign investment, local governments aim to improve local business environments and hence encourage more investment and technology partnerships.



Business delegates from Southwest China are already well aware of Canada's ICT capabilities and expertise, having attended the previous two Softworld trade shows in Vancouver and Halifax, followed by visits to other major ICT hubs in Canada. The recent Team Canada trade mission to China in February has successfully raised Canada's ICT profile in this region as well.

InfoCom – China West will feature the Chinese Ministry of Information Industries and the four provincial governments in Southwest China presenting their ICT plans and programs, opportunities and challenges for increasing ICT capacity in their respective regions. This will be followed by afternoon sessions during which Canadian companies will have the opportunity to profile their technologies, products and services in a series of presentations and on-site displays.

Consulate's networking role

The Canadian Consulate will draw on its strong ties to local governments to ensure that both government and business in each jurisdiction is

InfoCom – China West

well-represented at **InfoCom – China West**. To this end, the Consulate will work with local ICT offices to identify and screen business opportunities with high potential, to facilitate networking opportunities, and will follow up with one-on-one partnering sessions between potential Chinese partners and customers and Canadian participants in the seminar.

The added value of the seminar's afternoon session will be the bringing together of local government decision-makers, telecom equipment buyers, Internet service providers, Web designers, e-commerce solutions providers, and universities from across the region with the focus on software, e-business, broadband adaptation, Internet, telecom, intelligent transportation, optical-electronic manufacturing, integrated circuits, R&D localization, and specialized high-demand segments of the local ICT industry.

Register soon

Canadian and Chinese participants are encouraged to get the most out of the seminar by registering on-line at www.cdncon.org before **May 15, 2001**, outlining their capabilities and objectives, company profiles and partnership interests. This will help in identifying potential partnerships and in setting up one-on-one sessions beforehand. An added bonus for each corporate participant is the distribution of this information to seminar attendees, via bilingual

brochure and CD. As well, the presentations delivered at the seminar will be web cast live on China's premier ICT Web site at www.yesky.com

The final date to register is **May 15, 2001**.

For further information, contact Peter Liao, Senior Commercial Officer,

Canadian Consulate, Chongqing, tel.: (011-86-23) 6373-8007, fax: (011-86-23) 6373-8026, e-mail: peter.liao@dfait-maeci.gc.ca Web site: www.canada.org.cn/chongqing/index.htm or Dale Forbes, Manager, China and Hong Kong, Information and Communications Technologies Branch, Industry Canada, tel.: (613) 990-9092, fax: (613) 990-4215, e-mail: forbes.dale@ic.gc.ca 🍁

THE CANADIAN
TRADE COMMISSIONER
SERVICE

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

Italy is a leader in technology in several sub-sectors of the agri-food industry including the processing of meat and vegetables, in particular, tomatoes. Italian ham and salami are manufactured at 1,800 plants and consumed daily, both in Italy and throughout Europe, and the process-

Italian companies can either export or form a partnership with a Canadian firm. But since Italians already export, this only means additional competition for Canadian firms. A partnership, however, can serve the financial interests of both Canadian and Italian firms.

in forming partnerships. The recent announcement of the joint venture between Parmalat and Haricana of Quebec, to build a 50-million dollar bottled water plant, is a manifestation of what can be achieved.

The Canadian Embassy in Rome and the Canadian Consulate in Milan

Strategic partnerships with Italian companies

ing of tomatoes is an Italian forte. Factory machines turn tomatoes into dry powder, using a procedure similar to the manufacture of detergent.

Italy manufactures thousands of cheeses, several of which are known to Canadian consumers including Gorgonzola (a blue cheese), mozzarella, and what is said to be Italy's king of cheeses and the cheese of kings — Parmigiano Reggiano — produced in Parma, in northern Italy. Italian expertise in the dairy and cheese manufacturing sector has resulted in Parmalat, a major Italian multinational corporation, acquiring Canadian operations of **Ault Foods** and **Beatrice Foods**.

However, it is in the pasta sector that Italians are probably best known, producing a myriad of shapes and sizes from the minuscule minestrone noodle to the extra-large lasagna noodle. An increasing number of Italian pasta factories are found on several continents.

Wine is produced in all 20 regions of Italy with Canada particularly valuing those from Tuscany. Again, Italy's expertise in this sector is renowned and many of its wines are guaranteed vintages (*denominazione di origine controllata e garantita*).

In the baking industry and biscuit making, Italy is called the land of 1,200 loaves (*pane*).

With all this expertise, Italy needs more markets to sell its products.

In the context of globalization and downsizing trends, Canadian firms may want to seek financial and/or technological support to consolidate their position in the North American market.

Italian firms, on the other hand, want to develop in North America, and are attracted by Canadian firms with effective distribution networks in Canada and the United States. This is an area of considerable strength for Canadian firms.

SIAL Montreal [International Exhibition of Food, Beverages, Wines and Spirits], held March 4–6, 2001, brought together numerous firms from around the world, with one of the largest contingents from Italy, for which 6,000 square metres of space was booked. This was an excellent occasion to meet with 22 Italian food companies and to assess their interest

are extremely active in promoting partnerships which are beneficial to Canadian industry as a whole, including co-production, licence agreements and joint venture projects.

For more information, contact Paul Delaney, Counsellor (Agriculture), Canadian Embassy, Rome, tel.: (011-39-06) 44598355, fax: (011-39-06) 44598754, e-mail: paul.delaney@dfait-maeci.gc.ca 🌟

Correction

In the April 2, 2001, issue of *CanadExport*, in the article "FITTING Canadians to do business with the world," the correct Web site for **Team Canada Inc** should have read as <http://exportsource.gc.ca>

Re-engagement with India — Continued from page 1

and acted as a catalyst for bilateral trade. Canada is encouraged by India's economic reform efforts and the results that it has achieved. The Government of Canada will continue to seek new commercial opportunities in India's evolving business environment, particularly in the information technology sector.

For the complete statement by Minister Manley, see the Department of Foreign Affairs and International Trade Web site www.dfait-maeci.gc.ca and click on **Foreign Policy/Publications/Ministers' Speeches and Press Releases**.

A more detailed article on this subject will appear in the next issue of *CanadExport*. 🌟

Canadian women entrepreneurs "Going Places!"

Canadian women business owners are selling their products and services all over the world. As part of **International Women's Day** on March 8, the Department of Foreign Affairs and International Trade and Export Development Corporation sponsored a coast-to-coast live video conference called "Going Places!" to celebrate the successes of women entrepreneurs in foreign markets and to encourage others to consider exporting.

Businesswomen interested in the export field had the opportunity to learn from and share with eight successful exporters and be part of an audience of 400 from St. John's to Vancouver. They shared their stories, best practices and advice with other women business owners across the country. The guest speakers provided insight into the hurdles of selecting and developing an export market, the cultural issues involved in conducting

business abroad, and how to handle export risks. This conference marked a unique opportunity to become part of a national network of entre-



Organizers of the St. John's event (from left to right): Bonnie Woodland, Newfoundland & Labrador Organization of Women Entrepreneurs; Bea Courtney, Newfoundland & Labrador Organization of Women Entrepreneurs; Cindy Roma, Telexlink— The Call Centre Inc.; Joanne Smyth, Atlantic Canada Opportunities Agency.

preneurial women and to find out more about the specific resources and programs available to exporters.

"Going Places!" was made possible through the efforts of a number of

women's business organizations from across Canada.

For more information, contact Andrea Kucey, Export Services — Small and Medium-sized Enterprises Division, DFAIT, tel.: (613) 996-4785, fax: (613) 996-9265, e-mail: andrea.kucey@dfait-maeci.gc.ca 🌟

TWO EVENTS PRECEDING THE SUMMIT OF AMERICAS IN QUEBEC CITY

April 2 — Le Rendez-vous des Amériques 2001, Montreal, included presentations by representatives of Export Development Corporation and trade commissioners from the Department of Foreign Affairs and International Trade, and the keynote address by Minister of International Trade Pierre Pettigrew.

April 17-20 — Conférence de Montréal: 7th International Forum on the New Economy will address the creation of a free trade area encompassing all countries in the Americas, and will include nine delegations from Latin America and the Caribbean, along with Canadian leaders in business, politics, labour and academe. Guest of honour is Mexican President Vicente Fox.

For more information, contact Saïd Bala, Communications Director, **Conférence de Montréal**, tel.: (514) 283-5142 or (toll-free) 1-888-772-5142, e-mail: conference@conferenceofmontreal.com Web site: www.conferecedemontreal.com 🌟

Business Ethics 2001

TORONTO — May 24-25, 2001 — **Business Ethics 2001: Conducting Business in a Global Marketplace**. As part of its second annual Corporate Social Responsibility (CSR) Week, the Conference Board of Canada is organizing a conference exploring the new and delicate ethical issues raised by international business dealings: corruption and bribery, human rights violations, operating in an unstable environment, and effective global ethics programs.

Leading experts will speak on business ethics around the world, the top ethical issues in doing business abroad, and lessons learned from

case studies in North America, Europe and Asia Pacific. Also on the program are networking opportunities.

Business Ethics 2001 is being offered in association with Export Development Corporation (www.edc-see.ca), Institute for Global Ethics (Canada) (www.globalethics.org), and Nexen Inc. (www.nexeninc.com). It coincides with two other CSR-related conferences on community investment and environment.

For more information, contact Conference Board of Canada, tel.: **1-800-267-0666**, Web site: www.conferenceboard.ca 🌟



Forum for International Trade Training
FITT

Providing valuable step-by-step procedures by experienced trade experts on how to do business around the world.

Call 1-800-561-3488 or visit www.fitt.ca

Missed the "Women Crossing Borders" trade mission to the U.K. and Ireland?

Get the next best thing!

It's not too late to participate in this; you can do it from the comfort of your home or office by watching the on-demand Web cast.

The trade mission brought a group of 24 businesswomen to London representing three sectors: information technology, service



Participants of the "Women Crossing Borders" trade mission on the main staircase of Canada House, London.

With the start-up rate of women-owned businesses more than doubling during the last decade, women entrepreneurs' contribution to the Canadian economy is significant and growing. With an ever-increasing role as exporters, the first "Women Crossing Borders" Trade Mission and Forum to the U.K. and Ireland, held February 4-9, 2001, was timely.

industries and consumer products. The group participated in a series of seminars, sector-specific workshops and a matchmaking event, capped by a series of networking opportunities. A number of the participants then continued to Dublin, Ireland, for a similar event.

Later in the week, businesswomen came together at Canada House and

at the Foreign and Commonwealth Office in London for the **Women in Business Forum**, co-hosted by the governments of Canada and the U.K. The forum targeted both British and Canadian businesswomen heading small and medium-sized export-ready firms with the objective of strengthening bilateral networks and fostering new partnerships among British and Canadian businesswomen, as well as officials and academics. Among the approximately 200 participants were leading entrepreneurs, management and strategy experts, policy makers and advocates, professional organizations, academics, and the media.

You can still reap some of the benefits of this event. Thanks to Canadian new media firm **Global Links** you can see and hear over 20 dynamic presentations from British and Canadian leaders in business and government, and the success stories of women-owned businesses. Topics include "What you Need to Know to Grow" and "Working Smarter with Knowledge-based Industries." Just visit www.e-ventsplus.com

For more information, contact Andrea Kucey, Export Services — Small and Medium-sized Enterprises Division, DFAIT, tel.: (613) 996-4785, fax: (613) 996-9265, e-mail: andrea.kucey@dfait-maeci.gc.ca

For more information regarding the Web cast, contact Diane Girard, **Global Links**, e-mail: dgirard@ican.net 🌟

India International Maritime Expo 2001

MUMBAI, INDIA — October 10-13, 2001 — India's second international maritime exhibition, **INMEX 2001**, will cover a broad spectrum: shipping; shipbuilding; ship repair; ports and harbours; port development; port infrastructure; the fishing, leisure and tourism industries; offshore; dredging; inland waterways; oceanography; and more.

INMEX '99 was held in Goa and showcased the technology and equipment of over 20 overseas participants. Visitors included Indian government officials and key players from other Indian Ocean rim countries. This year, **INMEX** will move to India's business capital of Mumbai, where it should have a bigger impact.

If you are interested in participating in **INMEX**, contact Pradeep Deviah & Associates, tel.: (011-91-80) 554-7169 / -7434, fax: (011-91-80) 554-2258, e-mail: pdaexpo@vsnl.com Web site: www.inmexindia.com

For more information, contact Alan McBride, South Asia Division, DFAIT, tel.: (613) 944-1653, fax: (613) 996-5897, e-mail: alan.mcbride@dfait-maeci.gc.ca 🌟

International Aid and Trade Exhibition and Conference

NEW YORK CITY — June 20-21, 2001 — At the **International Aid and Trade Exhibition and Conference**, find out what it takes to become a supplier to the United Nations, an organization that purchases goods and services worth approximately US\$3 billion per

year. Senior procurement officers will explain their bidding procedures, tell you what they buy and where, and help you get on their supplier rosters. Many UN agencies will have display booths, and you will be able to meet one-on-one with procurement officers.

Food & Hotel China 2001

SHANGHAI, CHINA — August 28-31 — China's top trade show for the food, drink and hospitality industry is returning to Shanghai. **Food & Hotel China (FHC)** is a trade-only exhibition of the latest products and innovations from around the world. It offers five shows in one: food; wine and spirits; bakery and confectionery; equipment; and hospitality interiors. A new feature this year is the China Export Zone, showcasing top local manufacturers of export-quality products.

Rising living standards and expanding tourism are driving growth in China's food and hospitality sector, and spurring interest in FHC. At FHC 2000, over 10,000 buyers attended.

Already, Canada and 20 other countries have committed to setting up national and regional pavilions at FHC 2001. The Canadian Consulate General in Shanghai is organizing a range of events to help Canadian exhibitors network with

major retailers, agents and wholesalers.

FHC is China's only food event to be recognized by the prestigious Union des Foires Internationales.

To book space at **Food & Hotel China 2001**, contact Henry Deng, Canadian Consulate General, Shanghai, tel.: (011-86-21) 6279-8400, ext. 5563, fax: (011-86-21) 6279-8401, e-mail: henry.deng@dfait-maeci.gc.ca Web site: www.shanghai.gc.ca or the FHC Canadian representative UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: info@unilinkfairs.com Web site: www.unilinkfairs.com

For more information, contact Gregory Chin, China and Mongolia Division, DFAIT, tel.: (613) 996-7256, fax: (613) 944-1068, e-mail: gregory.chin@dfait-maeci.gc.ca or Maria Lo, International Markets Development Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7729, fax: (613) 759-7506, e-mail: lom@em.agr.ca 🍁

Specially valuable for companies new to the UN market are the many business seminars to be offered during the conference. Representatives of various UN agencies, NGOs and international financial institutions will explain how they do business.

For more information about the seminar program, visit the **Aid and Trade Web site** www.aidandtrade.com or contact Lisa Rambert, Business Development Officer, Canadian Consulate General, New York, fax: (212) 596-1793, e-mail: lrambert@canapple.com Web site: www.canapple.com

To register as a visitor to the exhibition or a delegate to the conference, visit www.aidandtrade.com and click on **Who Should Attend?**

To take part as an exhibitor, contact kevin.sammon@aidandtrade.com

For guides on doing business with international agencies, visit: www.infoexport.gc.ca/ifinet

For general information about doing business with the UN and about its procurement procedures, contact Lisa Rambert at the Canadian Consulate General, New York (see above). 🍁



IFInet is your Internet gateway to procurement business funded by International Financial Institutions (IFIs) and UN agencies.
www.infoexport.gc.ca/ifinet/menu-e.asp

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

Return requested
 if undeliverable:
 Canadexport
 c/o MDS
 2750 Sheffield Road, Bay 1
 Ottawa, ON K1B 3V9

Canada Post
 Agreement Number 1453025

