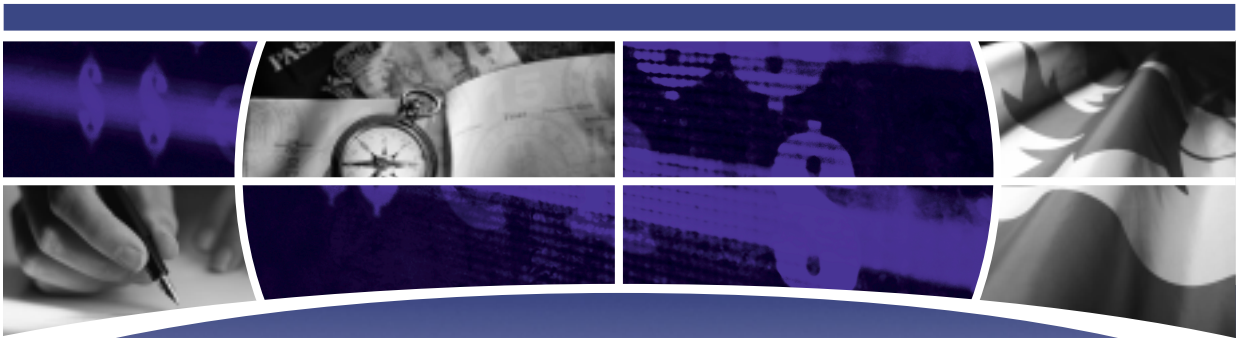




# CanadaExport



*New on-line service*

## Minister Pettigrew launches *Virtual Trade Commissioner*

### In this issue

- 2 CCC: Access \$25 billion in U.S. government procurement market
- 3 Contacts, information, and service only a password away!
- 4 Europe: CeBIT is back
- 5 Sign up for U.S. mid-Atlantic technology link
- 6 Japan's site remediation market  
Hong Kong transit opportunities
- 7 Trade fairs and missions  
African oil and gas opportunities

Vol. 20, No. 19  
November 15, 2002

Supplement  
**CANADIAN TRADE COMMISSIONERS**  
**FALL 2002 POSTINGS**  
(see insert)

**W**hen companies are asked what they need to do business abroad, most agree they need timely and accurate information and intelligence on foreign markets. This is not new to the Canadian Trade Commissioner Service, which has been helping Canadian companies succeed abroad for over a century.

What is new is the way companies can access all this information and intelligence. At **Expo Comm** in Toronto on November 5, 2002, International Trade Minister Pierre Pettigrew officially launched the *Virtual Trade Commissioner* via videoconference to companies in the telecommunications, Internet and networking technologies sectors.

"*The Virtual Trade Commissioner* is a password protected service for our clients," said Minister Pettigrew. "Companies that register with us are given a personalized Web page to access trade leads and market reports, plus order services from our officers in 140 cities around the world."

The *Virtual Trade Commissioner* is the fastest—and newest—way to get sector-specific information and intelligence on foreign markets. Best of all, it's free!

### Just imagine...

- Receiving a personalized Web page containing market information and business leads that match your international business interests
  - Requesting services on-line from trade commissioners responsible for your industry in the markets of interest to you
  - Being informed of new information related to your industry and target markets as it becomes available
  - Making information on your company available to the 500 trade commissioners in our 140 offices abroad
- All you have to do to receive your personalized *Virtual Trade Commissioner* is register as a client of the Trade Commissioner Service. Complete the registration form available at



International Trade Minister  
Pierre Pettigrew



*continued on page 4 — Virtual*

Access US\$25 billion with CCC

# U.S. government procurement market

In October 2002, at the Canadian Manufacturers & Exporter's (CME) annual conference in Vancouver, **Canadian Commercial Corporation (CCC)** announced a new initiative to help Canadian exporters gain access to opportunities through the United States General Services Administration's (GSA) Schedules Program. This year, more than US\$25 billion worth of goods and services will be procured through the GSA Schedules Program from private-sector suppliers.

GSA is the central procurement arm of the U.S. federal government and is responsible for facilitating billions of dollars in purchases every year on behalf of U.S. government departments and agencies.

"At CCC we specialize in sales to governments outside of Canada and we are one of the largest suppliers to NASA and the United States Department of Defense," said Doug Patriquin, President of CCC. "Over the past year, we have been exploring ideas on how to extend our supply relationship to the civilian side of the U.S. government through the GSA Schedules Program."

## CCC's GSA initiative

CCC is developing a two-phased program to help Canadian exporters gain access to opportunities through the GSA Schedules Program. The first phase is intended for Canadian exporters applying to the GSA using CCC's expertise and strategic alliances to tailor submissions that meet GSA requirements.

The second phase is intended to be a subscription-based service for Canadian firms that are awarded GSA Schedule status who want to take advantage of services that include access to business and market intelligence, access to key events and conferences and increased networking opportunities within the broader U.S. marketplace.

## Strategic alliances

As part of the announcement, CCC signed a strategic alliance agreement with CME to promote the program to its membership.

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

**For more information**, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: **www.ccc.ca**

"Last fall our members attended GSA-CCC procurement seminars across Canada, and the feedback was overwhelmingly positive towards CCC developing a program that would help our members win GSA Schedule awards," said Perrin Beatty, President and CEO of CME. "We are pleased to be working with CCC to provide this new roadmap for Canadian manufacturers and exporters to become successful in selling to U.S. federal government buyers."

CCC and CME are organizing **GSA seminars in January 2003** to be held in **Toronto** and **Montreal**.

To find out more about the seminars or how CCC can help you put the power of Canada behind your export sales, visit **www.ccc.ca** or call **1-800-748-8191**. ✨

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only a password away!

The Virtual Trade Commissioner  
*is your personalized gateway to the Canadian  
Trade Commissioner Service.*



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Plus, you can use the Virtual Trade Commissioner to request our services online, and to make information about your company available to the 500 Trade Commissioners in our 140 offices abroad. Best of all, this service is FREE!

To **receive** your personalized Virtual Trade Commissioner, **register** as a client of the Trade Commissioner Service at

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)



*CeBIT is back*

## World's biggest ICT trade fair

**H**ANNOVER, GERMANY—  
March 12-19, 2003—  
**CeBIT** is the biggest information and communications technology (ICT) trade fair in the world, covering the entire spectrum of information technology, telecommunications, software and services. Every year, CeBIT serves as the leading global event for the ICT sector. In fact, with 7,500 exhibitors from more than 60 countries and more than half a million visitors from around the globe, it has long been more than just a trade fair.

EUROPE

This event is not simply an annual meeting for top management and experts from the ICT sector; it also serves as a summit meeting for scientists, governments and the media—some 12,000 journalists from 75 countries attend. For these opinion leaders and experts, CeBIT is the key industrial event of the year.

### Gateway to global markets

Exhibitors reach a vast professional audience; close to 700,000 visitors (21% are senior managers) attended the show in 2002—more than any other ICT trade show. CeBIT allows

Canadian ICT companies to tap into new market opportunities in the European Union, Asia, the Middle East, and the Americas. Close to 150,000 of the visitors in 2002 came from outside Germany.



*CeBIT fairground in Hannover*

CeBIT is invaluable to manufacturers and suppliers world-wide, particularly for those interested in developing markets like Eastern Europe or Central and South America. Key decisions are made at this show concerning major investments from throughout the industry, like the skilled trades, commerce, banking, the services industry, public administration and the scientific community.

CeBIT is unique in representing every sector of information and telecommunications technology with a line-up of displays designed to meet

manufacturers' needs. It mirrors both the supply and demand sides of the global marketplace.

### Canadian pavilion

There will be two Canadian pavilions organized for CeBIT 2003: a telecom, networking, and information technology pavilion and a software, Internet solutions and services pavilion. They will feature turn-key booth packages with shared amenities and services.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in both pavilions. In addition, a number of promotional activities are being prepared to raise the awareness of the Canadian presence at this leading global ICT event. Canadian trade officers from several European posts will be in attendance to advise Canadian exhibiting companies on opportunities in their respective markets. The national stands are a convenient and cost-effective way for both first-time and experienced Canadian exhibitors to participate.

**For more information** on registration, booth package costs and display options, contact CeBIT's Canadian representative, Co-Mar Management Services, tel.: **1-800-727-4183**, e-mail: **info@hfcanada.com** Web site: **www.hfcanada.com/cebit** or contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: **munic-td@dfait-maeci.gc.ca** ✪

## Virtual Trade Commissioner

— continued from page 1

**www.infoexport.gc.ca** and log in to your *Virtual Trade Commissioner* anytime to view market information, business opportunities, make service requests and even update your company's registration information.

(See page 3 for more information on the *Virtual Trade Commissioner*) ✪

### Address change

Canada's Embassy in Sarajevo has moved to a new location:

4, Grbavicka

71 000 Sarajevo

Bosnia and Herzegovina

Tel.: **(011-387) 33-222-033**

Fax: **(011-387) 33-222-044**

E-mail: **sjevo@dfait-maeci.gc.ca**



## Making connections

# Mid-Atlantic technology link

**T**he keys to success come from people who already know how to open the doors. Want to know how information and communication technology (ICT) firms can get those keys to markets in the greater Washington D.C. region and U.S. mid-Atlantic states of Virginia, Maryland, Delaware, and Pennsylvania? Get on a list of ICT firms and tap into an informal network of contacts who want to help.

Tough U.S. tech market? Maybe so, but dozens of Canadian ICT firms are breaking new ground by taking advantage of \$90 billion in U.S. federal technology spending, meeting the ICT demands of a leading biotechnology industry, building contacts through hundreds of U.S. national association head offices, and staying plugged into U.S. policy directions on key issues in e-business and e-government.

It's a bit like doing tech business in the Ottawa Valley; being successful may not be easy but it has a lot to do with being there, knowing your way

around, and finding somebody who can introduce you to the leading decision makers and partners.

### Sharing secrets of success

Some Canadian tech companies have had Washington D.C. offices for years. Others are building their presence from occasional trips into longer-term representation and partnerships. Now they're willing to welcome Canadian ICT newcomers, share their secrets of success, and open connections and leads for each other.

How? Through a simple list. To get the list, you have to be on the list. No organizational meetings. No dues. Just one-on-one connections between active Canadian ICT exporters in the U.S. mid-Atlantic states.

"Participants in this informal network agree to share some of their connections and insights into this region's market trends with established or newly-arrived Canadian tech industry players there," said Maria Gignac, Marketing and Trade Officer at the International Trade Centre in Toronto.

"This also supports our strong focus on investment and capital attraction," said Leslie Reissner, the Embassy's Counsellor (Commercial). "We are eager to meet more of the Canadian firms doing business here and be able to better serve our clients through exchanging ideas and contacts for both marketing and investment development," adds Reissner.

Companies on the list might choose to contact each other, trade advice on getting feature coverage in the local tech media, speak to Canadian firms at events in Canada, or accept invitations to meet with interested systems integrators.

So who's on the list? You could be. If your firm is a Canadian client of the Trade Commissioner Service (registered in WIN Exports or the *Virtual Trade Commissioner* at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)), has an office or representation for marketing information technology products and services in the mid-Atlantic states, and has connections and experience to share with others, then you're invited.

**For more information**, contact the Canadian Embassy in Washington D.C. at [wshdc.infocentre@dfait-maeci.gc.ca](mailto:wshdc.infocentre@dfait-maeci.gc.ca) with your full contact data, a description of your presence in the mid-Atlantic technology market, and some key words about the experience or contacts you would consider sharing. 🌟

## Automotive engineers roll into Detroit

# SAE 2003 World Congress

**DETROIT, MICHIGAN** — March 3-6, 2003 — The Canadian Consulate General invites Canadian automotive parts manufacturers to exhibit at the **2003 Society of Automotive Engineers (SAE) World Congress**.

The **SAE** show remains the largest automotive original equipment show in North America. Last year, over 37,000 attended! The Canadian pavilion will feature manufacturers of automotive parts and support services. With Industry Canada's support, DFAIT will feature a technology showcase within the Canadian pavilion to exhibit Canada's research and development capabilities and achievements. As well, a media relations firm will assist in gaining media coverage for all Canadian exhibitors. These added benefits come at no additional cost to exhibitors.

**For more information**, contact Anne Cascadden, International Trade Officer, Canadian Consulate General in Detroit, tel.: **(313) 446-7017**, e-mail: [anne.cascadden@dfait-maeci.gc.ca](mailto:anne.cascadden@dfait-maeci.gc.ca) Web site: [www.sae.org/congress/](http://www.sae.org/congress/) 🌟

## Export USA Calendar

**For information** about:

- Trade missions to the U.S.
- Seminars on the U.S. market

Visit the Export USA Calendar at:

[www.dfait-maeci.gc.ca/nebs/menu-en.asp](http://www.dfait-maeci.gc.ca/nebs/menu-en.asp)

# Japan's site remediation market grows

**T**he Japanese market for site remediation is getting a boost from legislation that will take effect in January 2003. Japanese companies are eager to meet the requirements created by this legislation. Therefore, numerous opportunities exist for Canadian environmental companies looking to enter this expanding market.

Previous soil pollution laws tried to address limited problems like rice cadmium contamination and dioxins but the new law will cover 27 new toxins, including heavy metals and



agricultural chemicals. In Japan, close to 300,000 contaminated sites have been identified so far. It is estimated that the site remediation market in Japan will be worth close to US\$187 billion by 2005.

Since the 1990s, the Netherlands, Germany and the U.S. were the most active countries on the market. Canada was also present, particularly with permeable reactive technologies, site containment technologies and oil detection radar systems.

The Commercial Section of the Canadian Embassy in Tokyo is preparing a mission to the **6th International**

**Workshop on Geo-Environmental Restoration** that will take place in Tokyo, Kitakyushu and Osaka in January 2003. One-on-one meetings will be organized by the Embassy.

**For more information**, contact Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 996-2467**, e-mail: [jean-pierre.petit@dfait-maeci.gc.ca](mailto:jean-pierre.petit@dfait-maeci.gc.ca) or Louis-Pierre Émond, Trade Commissioner, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-6200**, e-mail: [louis-pierre.emond@dfait-maeci.gc.ca](mailto:louis-pierre.emond@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/ni-ka](http://www.dfait-maeci.gc.ca/ni-ka) or e-mail the Embassy at [tokyo.htech@dfait-maeci.gc.ca](mailto:tokyo.htech@dfait-maeci.gc.ca) to receive the *EnviroNews* newsletter (indicate a preference for the hard copy or e-mail version). 🌟

(For the unabridged version, see [www.infoexport.gc.ca/canadalexport](http://www.infoexport.gc.ca/canadalexport) and click on "A Yen for Japan".)

# Hong Kong transit opportunities

**T**he Hong Kong government has given a green light to the construction of two new rail links in Hong Kong. The projects are worth close to \$10 billion and will be implemented by the Kowloon Canton Railway Corporation (KCRC).

## Sha Tin to Central Link

The Sha Tin to Central Link (SCL) is a 17.1-km line from Tai Wai to Central West with 10 stations. When the SCL is completed, commuters will be able to travel from Sha Tin to Central in 22 minutes. The link will be combined with Ma On Shan Rail, allowing passengers from Ma On Shan to travel to and from Central station without interchange.

The new link is expected to be a considerable savings for the commuting public in the New Territories, both in terms of time and money. Work will be

started in 2004 for completion by 2008 at an estimated cost of \$8 billion.

## Kowloon Southern Link

This strategic link will join KCRC's West Rail and East Rail. The 4.5-km alignment will connect Nam Cheong station, the southern terminus of West Rail, with Tsim Sha Tsui East station of East Rail.

The project is expected to get underway in 2004 for completion in late 2008 at a cost of \$1.85 billion. Upon its completion, commuters will be able to stay within one system in travelling throughout the New Territories, and between the New Territories, Kowloon, and Hong Kong Island.

## Opportunities

Construction of the new links will create business opportunities for a variety of



Canadian firms in areas such as technical consultancy, systems and rail equipment. Tenders for major contracts will be announced by the first or second quarter of 2003.

Alcatel Canada Inc. has recently been successful in Hong Kong; its Transport Automation Solutions division recently won its third contract there since 1998 to supply an advanced automatic train control system to MTR Corporation's new Penny's Bay Link—a contract valued at over \$18 million. Alcatel has used these projects in Hong Kong as a showcase to demonstrate its advanced technology to potential clients in the Chinese mainland.

**For more information** on these opportunities, contact Endy Chung, Commercial Officer, Canadian Consulate General in Hong Kong, tel.: **(011-852) 2847-7419**, fax : **(011-852) 2847-7441**, e-mail: [endy.chung@dfait-maeci.gc.ca](mailto:endy.chung@dfait-maeci.gc.ca) or visit the KCRC Web site ([www.kcrc.com](http://www.kcrc.com)). 🌟

# Food and beverage showcases coming up

**BARBADOS, TRINIDAD AND TOBAGO** — March 10-14, 2003 — The Canadian High Commissions in Barbados and Trinidad and Tobago, with the support of Canadian Export Development Inc. (CEDI)—a private sector organization—are organizing the **Canadian Food and Beverage Showcases**.

Canadian companies participating in these shows can display their products and services under one umbrella as they pursue business opportunities in the Caribbean markets. An extensive marketing campaign will be done throughout the Caribbean islands inviting the key decision makers and buyers, both in government and the private sector, to visit the shows. This

is an excellent opportunity to introduce your company to important emerging markets, and could be very rewarding in obtaining sales or initiating business relationships with Caribbean partners.

## Trinidad and Tobago

Canadian exports of food products to Trinidad and Tobago have increased considerably over the past years with trade exhibitions contributing tremendously; this trend is expected to continue. There will be opportunities to discuss joint venture food and beverage processing and distributor-type agreements with local counterparts. An additional visit to Guyana is also available to those firms wishing to

explore new trade opportunities in this South American market.

## Barbados

The food sector in Barbados and the Eastern Caribbean is multi-faceted. All of the islands import the majority of their consumables; food processing is a very small industry and agricultural industries are concentrated on only a few items, mostly earmarked for export (i.e. bananas, and sugar). Each island focuses on the higher-end tourist market, which demands excellent quality, and efficient, consistent suppliers. The importation and distribution business that targets the food sector is well developed and extremely competitive, and the interest in new products is great.

**For more information**, contact Robert Grison, Director of Operations, CEDI, tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca) ✪

# Africa's oil and gas sectors show strong growth

*Canada's participation in the 6th African Oil and Gas, Trade and Finance Conference and Exhibition, held in late September in Yaoundé, Cameroon, confirmed that petroleum production in Africa is recovering. As a result, this burgeoning sector presents many opportunities for Canadian companies.*

## Canadian participation

In addition to the participation of **EnCana Corporation** of Calgary and **EurOil Calgary**, the presence of Canada's High Commissioner to Cameroon, Michel Perrault, was designed to support participating Canadian companies, promote their expertise and consolidate relations with the main stakeholders in the oil and gas sector. The conference was attended by more than 3,000 participants from

the world's petroleum industry. The event also enjoyed renewed interest from American multi-nationals.

Both EnCana Corporation and EurOil Calgary have a presence in Cameroon and Chad and are seeking to increase their involvement in these countries and in the Central African region.

## Opportunities

Petroleum production has skyrocketed over the past three years in Angola, the Congo, Mozambique and Equatorial Guinea and similar growth is expected in the coming years in Chad, Nigeria, the Sudan, Libya, Algeria and Ghana.

Many opportunities exist for Canadian companies in the African oil and gas sectors, particularly in Cameroon, Chad and the Central African Republic; examples include petroleum prospecting, research and development, services

for oil and gas, environmental studies, development of gas resources and training of petroleum sector experts.

The next conference will take place in Luanda, Angola, from **May 20 to 23, 2003**.

**For more information**, contact Honoré Mondomobé, Senior Commercial Officer, Canadian Embassy in Cameroon, e-mail: [honore.mondomobe@dfait-maeci.gc.ca](mailto:honore.mondomobe@dfait-maeci.gc.ca) Web site: [www.ite-exhibitions.com/og](http://www.ite-exhibitions.com/og) ✪

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade Fairs and Missions".)



## Upcoming trade fairs

### AGRI-FOOD PRODUCTS

**LONDON, UNITED KINGDOM** — April 7-8, 2002 — **Natural Products Europe 2003**, the premier trade show for the health food industry. **For more information**, contact Ros Burridge, Canadian High Commission in London, tel.: **(011-44-20) 7258-6652**, e-mail: [ros.burridge@dfait-maeci.gc.ca](mailto:ros.burridge@dfait-maeci.gc.ca) Web site: [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk)

**COLOGNE, GERMANY** — April 8-11, 2003 — **ANUGA FoodTec 2003** — **For more information** on participating in **ANUGA**, contact Stephan Rung, Commercial Officer, Canadian Consulate in Dusseldorf, tel.: **(011-49-211) 172-1718**, fax: **(011-49-211) 359-165**, e-mail: [stephan.rung@dfait-maeci.gc.ca](mailto:stephan.rung@dfait-maeci.gc.ca) Web site: <http://ats-sea.agr.ca/agrifood-canada-germany/index.html>

### BUILDING PRODUCTS

**MONTEVIDEO, URUGUAY** — March 27-30, 2003 — **Expoforesta 2003**, the international forestry and wood trade show. **For more information**, contact Parque de Exposiciones del LATU, tel.: **(011-598-2) 601-3724, ext. 190 or 198**, fax: **(011-598-2) 601-0268**, e-mail: [info@expoforesta.com](mailto:info@expoforesta.com) Web site: [www.expoforesta.com](http://www.expoforesta.com) or contact Sébastien Pelletier, Canadian Embassy, tel.: **(011-598-2) 902-2030, ext. 3351**, fax: **(011-598-2) 902-2029**, e-mail: [sebastien.pelletier@dfait-maeci.gc.ca](mailto:sebastien.pelletier@dfait-maeci.gc.ca)

### ICT

**SYDNEY, AUSTRALIA** — May 6-8, 2003 — **CeBIT Australia 2003**, the information and communications technology exhibition and conference. **For more information**, contact Robert Grison, Canadian Export Development Inc. (CEDI), tel.: **(613) 825-7108**, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca) Web site: [www.cebit.com.au](http://www.cebit.com.au)

### MULTI-SECTORAL

**PARIS, FRANCE** — April 30-May 11, 2003 — **Foire de Paris 2003** covers many sectors like travel and tourism, arts and crafts, and food products, among many others. The registration deadline is **December 31, 2002**. **For more information**, contact Alain Perron, tel.: **(011-33) 148-99-83-45**, e-mail: [perron.alain@wanadoo.fr](mailto:perron.alain@wanadoo.fr) or Gisèle Aubut, Canadian Embassy in Paris, e-mail: [gisele.aubut@dfait-maeci.gc.ca](mailto:gisele.aubut@dfait-maeci.gc.ca) Web site: [www.foiredeparis.fr/](http://www.foiredeparis.fr/) 🌟

## Middle East and North Africa export sessions

**MONTREAL, TORONTO, CALGARY** — November 28-December 4 — Together with senior trade commissioners from the Middle East, the Arabian Peninsula and the Maghreb Region, Secretary of State (Central and Eastern Europe and Middle East) Gar Knutson, will be meeting with Canadian business representatives in **Montreal (November 28)**, **Toronto (December 3)** and **Calgary (December 4)** in events showcasing trade opportunities for Canadian companies in this fast growing market. In 2001, two-way trade in this region reached nearly \$6.4 billion.

Secretary of State Knutson will deliver a keynote address to participants reflecting on his recent mission to the Arabian Peninsula, as well as providing overviews of the current political and commercial prospects in the region.

The address will be followed by two back-to-back breakout sessions featuring the region's senior trade commissioners. The sessions will consist of short presentations in which senior trade commissioners will provide an overview of each of their respective territories, including information about future opportunities as well as a question and answer period. Following these sessions, senior trade commissioners will be available to meet one-on-one with companies.

**To register** for these events, contact Treena Adhikari, Business Development Coordinator, Canadian Manufacturers & Exporters, tel.: **(905) 568-8300, ext. 249**, fax: **(905) 568-8155**, e-mail: [treena.adhikari@cme-mec.ca](mailto:treena.adhikari@cme-mec.ca) 🌟

## Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Web site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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