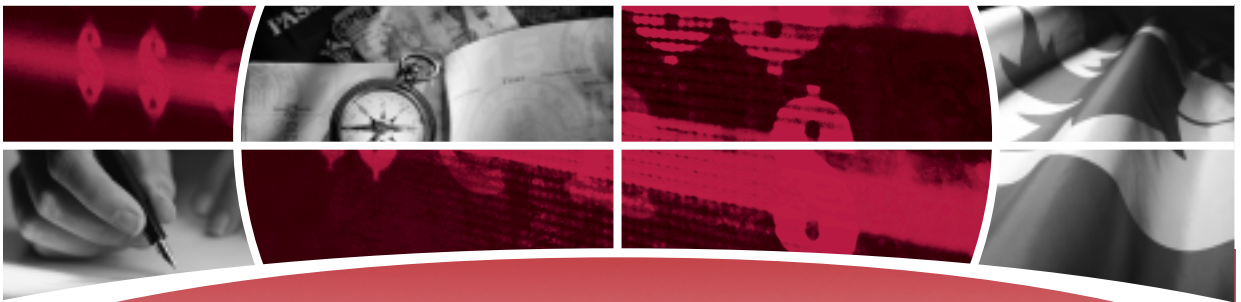




canadaxport



EDC and Canadian Consulate team up Opportunities abound in Monterrey

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Mexico is a key market for Canadian exporters and **Export Development Canada** (EDC). After establishing a permanent presence in Mexico City in April 2000, EDC has now expanded its operations with a new on-the-ground representation in Monterrey. Clearly, there are significant opportunities for Canadian exporters in this commercial and industrial city in Northern Mexico.

EDC and the Canadian Consulate in Monterrey are already building the
continued on page 2 — Monterrey



At the Canadian Consulate in Monterrey (from left to right, standing): Alejandro Martinez, Commercial Assistant; Marvin Hough, EDC Regional Director for Mexico and Central America; Noe Elizondo, EDC Regional Manager in Monterrey; Robert Langlois, Canada's Consul and Trade Commissioner in Monterrey; and A. Ian Gillespie, EDC President and CEO. Seated: Alicia Velazquez, Consular Assistant; Carolina Fernandez, EDC Assistant Regional Manager; David A. Valle, Commercial Officer; and Veronica Fernandez, Commercial Officer

Market edge through innovation

Canada makes a splash at European Research 2002

From November 11 to 13, 2002, Brussels hosted Europe's largest ever conference on European Union (EU) research—and Canada made a splash. Some 8,600 international science and technology (S&T) participants attended the **European Research 2002 Conference** and

launch of the EU's Framework Program 6 (FP6), which will shape European R&D over the next four years with a budget of 17.5 billion Euros.

Canada shines

Canada's significant presence at the launch included a DFAIT-led delegation
continued on page 7 — European

Vol. 20, No. 21
December 16, 2002

Season's Greetings!
Next issue will be January 15, 2003

Team Canada Inc digital media trade mission

FRANCE AND GERMANY — February 3-7, 2003 — Join the Team Canada Inc (TCI) digital media trade mission for women entrepreneurs and be placed first and foremost in the minds of European buyers. This mission, organized in partnership with Industry Canada, Canadian Heritage, and the Department of Foreign Affairs and International Trade, is intended to open doors to the French and German markets and to demonstrate Canadian capabilities in this sector.

As a member of the delegation, you will have the opportunity to learn the

business practices and market trends of the major digital media clusters of France and Germany. You will connect with local regional economic officials, business leaders and decision makers to present your products and services. TCI will provide business networking sessions, organise one-on-one business meetings and coordinate participation to one of the two designated conferences and trade events.



The trade mission will begin in the digital media corridor of Lyon-Rhône and ends in Munich, Germany. Two key trade events, LearnTec in Karlsruhe, Germany, and Imagina in Monaco, are optional activities within the trade mission.

Market overview

The French market for multimedia software has an anticipated growth of 110% between 1998 and 2003, reaching a value of \$627.9 million.

Canadian digital media companies are well positioned to capture opportunities presented by the French market, based on the joint declaration by Canada and France in 1999 to consolidate bilateral economic relations, including information technology and cultural multimedia. The declaration was aimed at developing strategic partnerships between the private sectors of both countries as well as to recognize the importance of the development of electronic commerce and multimedia products.

In Germany, commercial multimedia software is the largest market and the entertainment market is one of the most dynamic sub-sectors. The number of self-employed individuals in

Germany has increased by almost 20% since 1991 and significant shares of these new entrepreneurs are women. In the last ten years, the number of women entrepreneurs in Germany has increased by 27% to almost one million.

Conferences and trade events

- **Learntec**, the leading European e-learning event, is a conference and trade show held in Karlsruhe, Germany, from **February 4 to 7, 2003**. For more information, go to www.learntec.de
 - **Imagina**, the International Festival for Digital Images, will be held in Monaco from **February 3 to 6, 2003**. This event is Europe's leading venue for players in the computer graphics industry. For more information, go to www.imagina.mc
- The deadline for registration is

January 5, 2003. For more information on the trade mission, or to register, contact Krista Robertson, Trade Commissioner, DFAIT, tel.: **(613) 996-4785**, fax: **(613) 943-8820**, Web site: <http://exportsource.ca> 🍁

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

Monterrey

— continued from page 1

synergy which will pave the way for Canadian companies wishing to do business in this region.

For more information, contact Robert Langlois, Consul and Trade Commissioner, Canadian Consulate in Monterrey, tel.: **(011-52-8) 344-3200**, e-mail: robert.langlois@dfait-maeci.gc.ca or Carlos Rojas-Arbulú, Trade Commissioner, DFAIT, tel.: **(613) 995-8804**, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca 🍁

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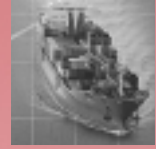
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CanadExport

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad. What follows is the last in a series of descriptions of the six core services of the Trade Commissioner Service—available to you, the Canadian trader.

Need help with an urgent business problem abroad?

Ask for Troubleshooting



You've finally gained a foothold in your target market, but there is a problem. Although you've completed all the necessary paperwork, for some reason your goods are stuck at the border. What are you going to do?

Above all, do not despair. A problem such as this one may seem new and daunting to you, but chances are your trade commissioners have encountered something much like it before. In fact, their advice on how to resolve this situation and many other kinds of problems in the market is available to you as one of the core services of the Canadian Trade Commissioner Service, known as **Troubleshooting**.



What kinds of problems can the Trade Commissioner Service help me with?

Clients typically seek the **Troubleshooting** service when they have urgent problems with: market access; customs clearance; shipping; intervention with key contacts; unfair business treatment; contract bidding; storage and warehousing; insurance coverage and claims; overdue accounts receivable or issues related to expropriation and sale of assets.

What information is required of me?

When you request the **Troubleshooting** service, it is important that you give the Trade Commissioners all the facts. They need to know as much as possible about the problem you are experiencing so that they can judge what action should be taken. It is also

important for you to keep the officers in the loop at all times, informing them of any new developments or resolution to the case. They will also need to know the identity of your local representatives, if applicable.

Are there limits to what the Trade Commissioner Service can do in Troubleshooting?

The Trade Commissioner Service cannot become involved in private disputes. Nor can officers abroad act as customs brokers, sales agents, collection agents, or lawyers. The Trade Commissioner Service cannot guarantee a favourable outcome. It is possible that you might have to engage another expert service provider to assist you, such as a lawyer.



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Softworld 2002 success

P.E.I.'s new Help Desk NOW to serve U.S. customers

Despite a deep recession in the information technology (IT) industry, **Softworld 2002** turned out to be a success, especially for Prince Edward Island (P.E.I.). Held in September 2002 in Charlottetown, Softworld is Canada's premier international IT networking forum. And one of Softworld's successes was the grand opening of North Carolina-based Help Desk NOW's (HDN) P.E.I. call centre—a big boost to the small island's economy.

HDN is a leading provider of outsourced customer care solutions and offers customer relationship management services for both technical and non-technical clients. HDN clients—whose customers come from all across the U.S.—include a prepaid cellular phone company, local and long-distance telephone companies, and even an auto manufacturer.

With a call centre already set up in Grand Falls, Newfoundland, HDN's P.E.I. centre will bring hundreds of

jobs to an island not known for its IT industry. "We are very pleased to be a part of the Prince Edward Island business base. Nothing can be better than working with great people in such a pleasant location. We are looking forward to growing here and providing more jobs in the Bloomfield area," says Fred Riek, CEO of HDN and DPSI—a U.S.-based provider of products and services for the maintenance management of industrial plants, facilities and fleets of vehicles.

HDN currently employs 35 people in P.E.I. with a view to expand to 250 in the next few months. In Grand Falls—a small town of 11,000 in central Newfoundland—HDN employs close to 550 people, making it a huge presence and positive force in the local economy.

"The best decision I've made in 36 years in IT was expanding HDN and DPSI's operations to Atlantic Canada," adds Riek. Located in the Bloomfield Business Park, HDN began taking calls at its P.E.I. centre on July 1, 2002.

Why Atlantic Canada?

"The biggest attraction is proximity to the Eastern U.S., and the fact that there are well-educated people in Atlantic Canada. There is also a significant enough wage differential that makes an investment here worthwhile," explains Riek. "There is more employee stability in small markets like P.E.I. and Newfoundland than there is in bigger centres."

As a matter of fact, a recent KPMG study showed that Canada has a 19.7% after-tax bottom-line advantage over similar business operations in the U.S. in corporate services, which includes

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

centralized account processing, call centre and IT support operations. In advanced software operations, Canada has a 22.3% advantage. For more information on the study, go to www.competitivealternatives.com

Support attracts investment

Funding was provided by the Canada/Prince Edward Island Labour Market Development Agreement. Also, the Government of Prince Edward Island, through **Technology P.E.I. Inc.**, invested in training, labour, capital and rental incentives.

"I can't stress enough how important Atlantic Canada Opportunities Agency (ACOA) has been in building our presence in Atlantic Canada. From getting lines of credit from banks, and leases for buildings, ACOA provided tremendous financial support," says Riek.

For more information, contact Fred Riek, CEO, HDN, tel.: **(336) 854-7700**, e-mail: fred.Riek@DPSI.com Web site: www.helpdesknow.com or Steve Flamm, Business Development Officer, Canadian Consulate General in Atlanta, tel.: **(404) 532-2000**, fax: **(404) 532-2050**, e-mail: steve.flamm@dfait-maeci.gc.ca 🍁

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

Canada-U.S. FAST border



Photo: Jason Kryk

Prime Minister Jean Chrétien (right) and U.S. President George W. Bush on the Ambassador Bridge demonstrating the technology that makes the FAST program possible.

New CCC Chair of the Board appointed

On November 12, 2002, International Trade Minister Pierre Pettigrew appointed Alan R. Curleigh as the new Chair of the Board of Directors of **Canadian Commercial Corporation (CCC)** for a three-year term.

In March 2002, the *Canadian Commercial Corporation Act (Bill C-41)* was amended to enable CCC to borrow commercially and to charge market-based fees for its services, as well as to separate the roles of CEO and Board Chair. In doing so, Parliament re-affirmed the importance of CCC's mandate and services as an instrument of trade development.

As a result, CCC is able to execute a strategy to expand its business in government procurement markets in sectors where Canada has a comparative advantage, and strengthen its



Alan R. Curleigh,
newly appointed
Chair of the Board
of Directors of CCC

capacity to meet increasing demand for its services, particularly from small and medium-sized enterprises.

"Separating these roles will give the Board more independence and the impressive export experience Alan Curleigh brings to the table will enhance the Board's ability to provide good business advice to CCC's management," said CCC President Douglas Patriquin.

Since 1996, Curleigh has served as Executive Vice-President, Corporate Secretary and Member of the Board of TESSAG KSH Ltd.—a major capital projects engineering contracting company based in Montreal. He has also been a member of the Board of Directors of Canadian Manufacturers and Exporters since 1996, acting as its Chair from 1999 to 2002. Prior to that, he was a member and Treasurer of the Board of Directors of the Canadian Exporters Association from 1988 to 1996.

Put the
power of
Canada
behind
your export sales



The **Canadian Commercial Corporation (CCC)** is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts which provide access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence, and contracts.

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

"I am very much looking forward to working with the Board and senior management of CCC in fulfilling its challenging mandate," said Curleigh. 🍁

ExportUSA program plans missions to the U.S.

The **ExportUSA** team is currently preparing the program of missions to the U.S. for the coming year and is seeking the cooperation of associations representing Canadian companies interested in exporting their products or services to the U.S. market.

ExportUSA, formerly known as NEBS, is a program designed to prepare Canadian firms not yet exporting to the U.S. and assist those now exporting to diversify and expand their markets in the U.S.

The ExportUSA program consists of training sessions, or "missions", that are often planned around trade shows to give participants an in-depth look at a specific business sector. More than 15,000 small and medium-size enterprises have participated since the program began in 1984.

Submit your proposals

Business associations from various sectors of the Canadian economy are invited to participate by proposing missions to the U.S. or seminars in their

region in Canada that may interest members looking to export. The deadline for submitting proposed activities for 2003-2004 is **January 18, 2003**.

To send your proposals, contact the person responsible for the program in your province's international trade centre. For a complete list of these contacts and the unabridged version of this article, go to **www.infoexport.gc.ca/canadexport** and click on "The U.S. Connection".

For more information, contact Jocelyn Guimond, Trade Commissioner, United States Business Development Division, DFAIT, tel.: **(613) 996-6192**, e-mail: **jocelyn.guimond@dfait-maeci.gc.ca** 🍁

Canada-Japan fuel cell partnership

Over 650 people attended the **Canadian Fuel Cell Symposium 2002**, organized by the Commercial Division of the Canadian Embassy in Tokyo in October 2002. The overwhelming success of this event indicates an immense potential for Canadian companies in this sector in Japan.

Japan is interested in technologies and products developed in Canada and Canadian firms can take advantage of this. The combination of Canada's abundant resources and innovative technologies means that it can also position itself to be a major supplier of clean hydrogen, the fuel of choice for a fuel cell.

One particular highlight of the symposium was Ballard Power Systems' product launch of a new, compact fuel cell, which is small enough to fit inside a telephone switching system. This product will be marketed to telecom companies as a backup power source. Ballard will look for a Japanese power company, or other suitable partner, to market the new fuel cell in Japan. It may eventually farm out production for Japan to its Japanese partner, Ebara Corporation.

The symposium included individual presentations by the twelve participating Canadian companies, the **National Research Council, Natural Resources Canada** and **Industry**



Canada, and two private-sector associations (**Fuel Cells Canada** and the **Canadian Hydrogen Association**).

Other activities included: a trade show and several networking opportunities for the participating companies; a workshop on codes and standards; and a technical session bringing together Canadian and Japanese researchers.

The Canadian Hydrogen Association, Fuel Cells Canada, and the National Research Council invite you to the **Hydrogen and Fuel Cells 2003 Conference and Trade Show** to be held from **June 8 to 11, 2003**, in **Vancouver**.

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 Web site: www.dfait-maeci.gc.ca/ni-ka 🍁

Meat products market in China

Despite an abundant domestic supply of meat products in China, there is significant potential for Canada to export quality meat and poultry there.

According to a recent Department of Foreign Affairs and International Trade (DFAIT) market study, Canadian exports of meat products to China totalled \$22.5 million in 2001; the growth of China's middle-class should contribute to increase its imports in this sector.

Pork, poultry and beef markets

Pork is the most widely consumed meat product in China, with an annual per capita consumption of 31.2 kg increasing at a rate between 3 and

5% per year. The best prospects for pork exporters are mostly in offal.

China is the world's largest market for poultry products; its average per capita consumption is 6 kg per year and has been Canada's most important poultry market since 1999 with approximately 70% of imports made up of chicken offal. Consumption rates for poultry products in China are growing faster than those for meats.

Even though beef is still considered a luxury for most, higher disposable incomes and a change in consumer tastes have contributed to the increase in demand for beef. China's annual per capita consumption is approximately 4.5 kg; but the steadily decreasing herd size, the lack of land for raising

cattle and problems related to the quality of Chinese beef all mean that there are opportunities for Canadian exporters. Also, imports of muscle meat as well as offal should be strong in the coming years.

The lack of cold storage facilities in China may be one of the obstacles that exporters interested in the Chinese market may have to face. On the other hand, because of China's accession to the World Trade Organization in December 2001, tariffs on meat products will be progressively lowered by 2004.

For more information, contact the Canadian Embassy in Beijing, tel.: **(011-86-10) 6532-3536**, fax: **(011-86-10) 6532-4072**, e-mail: beijing-td@dfait-maeci.gc.ca Web site: www.canada.org.cn (For the complete market report, visit www.infoexport.gc.ca and click on 'China' and 'Agriculture, Food and Beverages'.) 🍁



BARRIER FREE 2003

Equipment and rehabilitation for the elderly and disabled

OSAKA, JAPAN — April 24-26, 2003 — Canadian exporters of health care products and equipment for the elderly and disabled are invited to participate in one of the largest trade shows in Japan. **BARRIER FREE 2003**, an international fair on barrier-free equipment and rehabilitation for the elderly and disabled, is an annual trade show that is expected to draw 350 exhibitors and attract over 80,000 visitors.

Foreign participants, including Canada, have been granted free space by the organizers for up to two booths. The Canadian Consulate General in Osaka will share this space with Canadian exporters at minimal cost and will include services for translators or booth attendants, when required. The deadline for application is **December 31, 2002**, after which

space will be given on a first-come, first-served basis.

Products on display include: mobility and mobility aids; automobiles for the disabled; handrails; lifts; hoists; toilet equipment and related products; diapers;

washing aids; bathing aids; kitchen aids; chairs and desks; beds and accessories; daily aids; hearing aids; aids for the visually disabled; communication aids; alert system; patient assisting aids; rehabilitation and training equipment; sports and physical recreation goods; and house reconstruction.

For more information, contact the Canadian Consulate General in Osaka, tel.: **(011-81-6) 6212-4910**, fax: **(011-81-6) 6212-4914**, e-mail: **osaka-td@dfait-maeci.gc.ca** 🍁

AEROEXPO 2003

ACAPULCO, MEXICO — March 6-8, 2003 — Take part in the 4th edition of **AEROEXPO**, the International Aviation Trade Show and Convention. **For more information** on participating, contact Anouk Bergeron-Laliberté, Trade Commissioner, Canadian Embassy in Mexico City, tel.: **(011-52-5) 55-5724-7936**, fax: **(011-52) 55-5724-7982**, e-mail: **anouk.bergeron-laliberte@dfait-maeci.gc.ca** or Carlos Rojas-Arbulú, Trade Commissioner, MAECI, tel.: **(613) 995-8804**, fax: **(613) 996-6142**, e-mail: **carlos.rojas-arbulu@dfait-maeci.gc.ca** Web site: **www.aeroexpo.com.mx** 🍁

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

European Research 2002

— continued from page 1

of close to 50 government, academic, non-profit and industry representatives, an exhibitor's booth, and a highly successful three-hour information session—opening remarks were given by Canada's Ambassador to the EU, Jeremy Kinsman. European research managers packed the room and were impressed with Canada's unique research strengths, significant investments in research infrastructure and its world-class pool of researchers.

The conference served as an ideal venue in which Canada could enhance its profile as a world leader in R&D, share its extensive experiences with a network-based research model—a model that the EU is adopting under *FP6*—highlight its newly designed and

acclaimed Canada-EU S&T Web site (**www.infoexport.gc.ca/science**) and further expand transatlantic S&T linkages through strategic communication and promotion efforts.

A tradition of success

Canadian researchers have successfully partnered with European researchers in large-scale, leading-edge, multi-sectoral projects under previous framework programs, as Canadian involvement in such projects was facilitated by the *1996 Canada-EU S&T Agreement*. Under *FP4* (1992-1998), 70 R&D collaborative projects involved Canadian

researchers, while under *FP5* (1998-2002), preliminary statistics indicate that

Canadians were involved in between 75 to 90 projects.

Canada looks to continue to increase the number of research partnerships with Europe under *FP6*. Benefits from such partnerships include enhancing Canadian access to the EU market for technologies that result from collaborative research.

Overall, the success of Canada's presence at the *FP6* launch was confirmed by the numerous contacts developed by delegates, the intelligence gathered on Europe-wide research directions and the significant opportunity to profile Canada's S&T strengths in Europe.

For more information, visit DFAIT's S&T Program Web site at **www.infoexport.gc.ca/science** 🍁



Canada's Ambassador to the EU, Jeremy Kinsman

Trade events calendar

AGRICULTURE, FOOD, BEVERAGE HAMILTON, NEW ZEALAND — June 11-14, 2003 — **New Zealand Agricultural Fielddays** is the largest agricultural trade show in the Southern hemisphere. **For more information**, contact Pierre-André Cusson, Trade Commissioner, Canadian Government Trade Office in Auckland, tel.: **(011-64-9) 309-3690**, e-mail: **pierre-andre.cusson@dfait-maeci.gc.ca** Web site: **www.fielddays.co.nz**

ICT

SINGAPORE — June 17-20, 2003 — **CommunicAsia2003**, an ICT exhibition and conference, will be held in conjunction with **BroadcastAsia2003**, the Asian broadcast and multimedia technology conference and exhibition. **For more information**, contact Esther Ho, Business Development Officer, Canadian High Commission in Singapore, tel.: **(011-65) 325-3200**, fax: **(011-65) 325-3294**, e-mail: **spore.td@dfait-maeci.gc.ca** Web site: **www.communicasia.com**

MULTI-SECTOR

NEW DELHI, MUMBAI, and HYDERABAD, INDIA — February 4-13, 2003 — The **India Infrastructure Show and Indian Railway Equipment Exhibition**, part of an Infrastructure and Transportation mission. **For more information**, contact the Canada-India Business Council, tel.: **(416) 214-5947 ext. 21**, e-mail: **info@canada-indiabusiness.ca** Web site: **www.canada-indiabusiness.ca**

TRIPOLI, LIBYA — April 2-12, 2003 — **Tripoli International Fair**, a multi-sector event bringing together over 2,000 companies from 30 countries annually. **For more information**, contact George Jacoby, Chargé d'Affaires, Canadian Embassy in Tripoli, tel.: **(011-218) 21-335-1633**, fax: **(011-218) 21-335-1630**, e-mail: **george.jacoby@dfait-maeci.gc.ca**

OCEAN TECHNOLOGIES

OSLO, NORWAY — June 3-6, 2003 — **Nor-Shipping 2003**, a shipping gear, equipment and related services trade show. **For more information**, contact John Winterbourne, Business Development Officer, Canadian Embassy in Oslo, tel.: **(011-47) 2299-5300**, fax: **(011-47) 2299-5301**, e-mail: **john.winterbourne@dfait-maeci.gc.ca** Web site: **www.nor-ship.com** ❄️

New dates!

The dates for **MEOS 2003** (Middle East Oil Show and Conference) in Bahrain have been changed to **April 5-8, 2003**.

FOOD AND HOTEL KOREA 2003

SEOUL, KOREA — March 18-20, 2003 — Attend **Food & Hotel Korea 2003**, Korea's first-ever international food and hospitality show.

Visitors to the fair will include buyers and specifiers from across the industry, including importers, wholesalers, distributors, retailers, and professionals from the hospitality industry.

The Canadian pavilion at Food & Hotel Korea, supported by Agriculture and Agri-Food Canada and the Canadian Embassy in Seoul, offers Canadian exporters an unparalleled platform for market penetration. A copy of the show brochure and Canadian pavilion application form can be found at: **http://atn-riae.agr.ca/events/e3365.htm**

For more information on Food & Hotel Korea, contact Anne Heath, Unilink, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **ah@unilinkfairs.co** Web site: **www.unilinkfairs.com** ❄️

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Québec International 2002

The seventh edition of this directory includes the coordinates, country of activity, sectors and other details on Quebec companies, public and private organizations, institutions and consultants active internationally.

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

Enquiries Service

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

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