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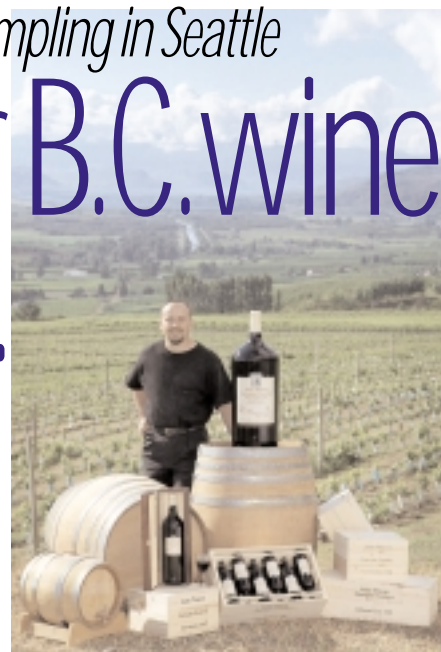
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**CENTRAL EUROPE
SUPPLEMENT**
(See insert)

"Taste of Canada" wine sampling in Seattle Cheers for B.C. wine in the U.S.

When you talk to Olivier Combret of *Domaine Combret Estate Winery* about marketing his award-winning wine, you sense his patience and his devotion to the winemaking craft. In fact, the long and tender process of making fine wine is a metaphor for how French-born Combret laid down roots in Canada in 1992 at the age of twenty-one, and was invited, a decade later, by the Canadian Consulate General in Seattle to become a part of the "Taste of Canada".

You could say that winemaking is in Combret's blood. As the scion of a



Olivier Combret, the proud owner of Domaine Combret Estate Winery in B.C.'s Okanagan Valley.

family that has been making fine wine for ten generations in France, his decision to study enology (the science of winemaking) and establish his own winery must have come as no surprise.

Continued on page 6 – B.C. wine

Canada at EUROSATORY 2002

PARIS, FRANCE — June 17-21, 2002 — **EUROSATORY 2002**, the International Exhibition for Land and Land-air Defence, will take place shortly in Paris, and once again Canada will be front and centre with its 200 m² national pavilion accommodating about 10 companies, including SNC Défense Simunition, Soucy, Scepter, Defence Research Establishment Valcartier (DREV), Pivotal Power (KB Electronics), Canadian NBC Alliance

and the Canadian Commercial Corporation (CCC).

Since 1992, this biennial exhibition has been a global focal point for all modern armed forces equipment designers and industrial stakeholders. Today, the international gathering boasts close to 900 exhibitors from 38 countries and 40,000 trade visitors from 126 nations. SMEs, representing about 70% of exhibitors, have the

Continued on page 9 – EUROSATORY



IBOC: Trade leads

UKRAINE — Boilers and Water Treatment Plant — As part of the Kyiv District Heating Improvement Project, JSC Kyivenergo invites sealed bids (contract no. KE/023) for the supply, installation and commissioning of boilers (200 gal/hr), a water treatment plant and stack for CT-1, as well as associated training services. The contract will be divided into three lots. Cost of bid documents (non-refundable): US\$300 plus 20% VAT. Bid security: US\$100,000 (Lot 1); US\$30,000 (Lot 2); US\$20,000 (Lot 3). Closing date: **April 9, 2002**. For bid documents, contact Vladimir Montiev, Deputy Project Manager, JSC Kyivenergo, 4 Kurganivska Street, Room 302, 01014 Kyiv, Ukraine, tel.: (011-380-44) 221-4202, fax: (011-380-44) 221-4709. Contact George Grushchenko, Senior Commercial Officer, Canadian Embassy, Kyiv, fax: (011-380-44) 464-1133, e-mail: george.grushchenko@dfait-maeci.gc.ca

quoting case no. 011228-05788. (Notice received from the Canadian Embassy in Kyiv.)

ZAMBIA — Forklifts, Electrical Generator and Water Treatment Plant — The Zambia National Tender Board invites sealed bids (bid no. TB/ORD/073/01-299) for the supply and delivery of forklift trucks and attachments, an electrical standby generator and a water treatment plant, as part of the reconstruction and privatization of Mpulungu Harbour. Closing date: **March 15, 2002**. Bid documents may be obtained from the Tender Board Web site at: www.tenderboard.gov.zm Bid security: minimum 2% of the bid price. For more information, contact Director General, Zambia National Tender Board, 13th Floor, Kulima Tower, Katunjila Rd., PO Box 31009, Lusaka, Zambia, tel.: (011-260-1) 22 86 33, fax: (011-260-1) 22 05 77. Contact Benoit Gauthier, Second Secretary and Vice-Consul, Canadian High Commission, Lusaka, fax: (011-260-1) 25 41 76, e-mail: benoit.gauthier@dfait-maeci.gc.ca quoting case no. 020107-00044. (Notice received from the Canadian High Commission in Lusaka.)

INDIA — Spreader — Neyveli Lignite Corporation Limited invites sealed bids (tender no. 0018-D/MI/Cont. Mines/ 01, Dt 26.12.2001) for the design, manufacture, supply, assembly, commissioning and testing of one spreader (capacity 11,000 t/hr). Minimum bidder qualifications: demonstrated experience manufacturing durable spreaders (minimum capacity 5,500 m³/hr, capable of handling hard, abrasive, sand stone and sticky clay, minimum two-year operating life); adequate financial and manufacturing resources; ability to perform the contract within specified time frame; established quality assurance systems; success with projects of similar magnitude. Bidders who do not meet

these requirements remain eligible providing that they can prove that the contracted work will be carried out in collaboration with firms that meet the requirements. Cost of bid documents (available until February 20, 2002): US\$450. Bid guarantee: US\$80,000. Submit original bid document plus seven copies. Closing date: **March 18, 2002**. For bid documents, contact General Manager, Neyveli Lignite Corporation Ltd., Corporate Office, PO Neyveli 607 801, Cuddalore District, Tamil Nadu, India, tel.: (011-91-41) 425-2215/0, fax: (011-91-41) 425-2645. Contact Alka Malik, Trade Assistant, Canadian High Commission, New Delhi, fax: (011-91-11) 687-5387, e-mail: alka.malik@dfait-maeci.gc.ca quoting case no. 020110-00123. (Notice received from the Canadian High Commission in New Delhi.)

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



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®).

Editor-in-Chief: Suzanne Lalonde-Gaëtan
Managing Editor: Louis Kovacs
Editor: Julia Gualtieri

Layout: Yen Le

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Fax: (613) 992-5791
E-mail: canad.export@dfait-maeci.gc.ca
Internet:

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CanadExport

Training trainers in international trade

Successful WFTA launch in Africa

The *World Federation of Trading House Associations (WFTA)*, a Montreal-based international non-government organization, has seen demand for its international trade expertise snowball in Africa, following the launch of an initial training cycle in international trade last November in Abidjan, Ivory Coast.

The train-the-trainers project in international trade is a WFTA initiative, with technical support from the Québec Association of Export Trading Houses (AMCEQ) and funding from the Canadian International Development Agency (CIDA). The project's overall objective is to develop human resources in international trade. The



WFTA mission to Abidjan last August (from left to right): Lassaâd Ben Hassine, Director, Training, WFTA; Fanta Menet, Coordinator, Training, APEX-CI; Assoumou N'Goran, Director, Export promotion, APEX-CI; and Karl Miville-de Chêne, Director General, WFTA and AMCEQ.

WFTA, in cooperation with the Association pour la Promotion des Exportations de la Côte d'Ivoire [Ivory Coast export promotion association] (APEX-CI), trained 36 Ivorian trainers during a mission in Abidjan last August.

Now equipped with educational media and hands-on training techniques, these Ivorian trainers will be giving the first training cycle organized by APEX-CI.

Their mandate is to train people to become experts in international trade, enabling them to contribute more effectively to developing and diversifying the exports and imports of Ivorian private-sector companies. In fact, the project's 30 or so modules will increase knowledge in several subject areas: export marketing strategy development, prospecting, market studies and information technologies and their international trade applications.

The initial training cycle, in which 32 Ivorians are enrolled, will be completed this month, but APEX-CI is already preparing a second cycle for next month.

The WFTA is organizing the same project for Tunisia (CEPEX), and talks are currently underway with Algeria, Cameroon and Burkina Faso.

For more information, contact Lassaâd Ben Hassine, Director, Training, WFTA, tel.: (514) 286-1042, fax: (514) 848-9986, e-mail: benhassine@wfta.org Web site: www.wfta.org 🍁

"Royal" welcome in Brunei

On January 12, the *Royal Bank of Canada Global Private Banking division* (www.rbcprivatebanking.com) became the first bank to be granted approval by the Brunei Ministry of Finance to operate in Bandar Seri Begawan's new Brunei International Financial Centre. The new RBC branch, which is expected to open early this year, will employ local staff.

RBC has a presence in Brunei already, through its Singapore office which is actively involved in the management of the Islamic funds of the Islamic Bank of Brunei.

Neil Reeder, Canada's High Commissioner in Brunei Darussalam — who provided considerable support to RBC's efforts over the past few years, including introducing the bank to key local contacts — expressed his delight that Canada's largest financial institution, and one of the world's largest offshore banks, is the first bank to be granted an operating licence in the new centre.

"I am confident that the opening of a Royal Bank of Canada branch in Brunei will lead to increased cooperation between Canada and Brunei in the financial services sector, and more bilateral investment between our two countries," Reeder stated. 🍁

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

The Educational Training and Software Market



In the 1990s, government cutbacks caused the Dutch educational system to take a technological backseat to its European counterparts. Today, government support for the integration of technology and education is a high priority. This shift has spurred demand for educational training and software in the Netherlands and created opportunities for Canadian suppliers.

Market Overview

To improve the quality of education, the Dutch government implemented "Investing in Progress", an action plan to integrate information and communication technology (ICT) into education. The objectives of the plan include the creation of a national educational network — *KennisNet*, teacher training, and the development of educational software for the national curriculum. The plan, funded to 2010, will eventually result in a

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See insert for your Service and Capital Projects Industries' contacts in Europe.

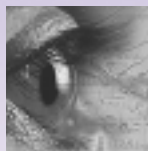


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ratio of one computer to every 10 schoolchildren; the ratio in teacher training establishments will be one computer to every three students; and ICT will become a standard part of the primary school arithmetic and language teaching curriculums.

The plan also calls for the decentralization of the central government's power, which will allow schools to decide on investments in hardware, training and software. In 1999, the government began to grant structural compensation on a per student or participant basis in schools for information technology (IT) training. The funds are to be used at the institution's discretion for IT-related training and equipment. Funding also includes \$12 million per year to be allocated for the development of IT learnware.



Market Access

Few Canadian educational software developers have penetrated the Dutch market. However, an upcoming bilateral agreement between Industry Canada and the Netherlands Ministry of Education includes an educational software exchange project that will create opportunities for Canadian suppliers of innovative learnware. Paving the way to this market is a Memorandum of Understanding signed by Canada and the Netherlands in the Fall of 2001.

Opportunities

Opportunities exist for Canadian content and software developers to partner with Dutch companies on government-funded initiatives. Dutch students generally have an excellent command of English and French by the age of 18. As a result, Canadian software producers may sell their products to schools and students without major adaptations.

At the primary level, a shortage of suitable educational software has created demand for programs that promote basic learning. Elementary schools prefer software packages closely related to the curriculum. The educational software currently available to elementary schools is used for mathematics, language and geography. Schools prefer to buy new software for these subjects, while the upper grades are more interested in software developed for English, history and science.

At the secondary level, schools prefer software closely related to the curriculum and the textbooks used. Most teachers look for software that

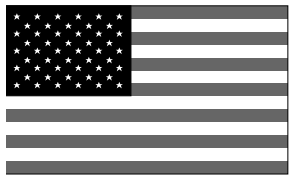
supports all aspects of the teaching and learning process.

See Potential?

To learn more about this market, please read *The Educational Training and Software Market in the Netherlands*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at

www.infoexport.gc.ca

The screenshot shows a web browser window with the address bar containing www.infoexport.gc.ca. The main content of the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this text is a rectangular box containing a photograph of a windmill, with the text "The Educational Training and Software Market" overlaid on it. At the bottom of the page, there is a blue arrow pointing to the text "Access our market studies".



The U.S. Connection

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

B.C. wine in the U.S.

— Continued from page 1

To everything, a season

"After graduation, I combed the world searching for the ideal location to grow grapes," recalls Combret. "Finally, I found the perfect spot in B.C.'s Okanagan Valley, minutes from the U.S. border — and a huge potential market."

It took a year for Combret to design and build Domaine Combret Estate Winery (www.combretwine.com) and in 1994, the 6-employee winery took top honours for its 1993 Riesling at a competition in Bordeaux, France. And each year thereafter, the Estate has won awards at France's prestigious "Chardonnay of the World".

"It's sort of the 'World Cup' of wine," jokes Combret. "I like to think our success there has contributed to Canada's international reputation as a producer of fine wine."

A "Taste of Canada"

While his Estate was producing ultra-premium wine, Combret was patiently exploring the market south of the border with the help of Doug McCracken,

a Business Development Officer at the Canadian Consulate General in Seattle.

"I thought the wine lovers at the Enological Society of the Pacific Northwest could help us out," explains McCracken. "I was sure it wouldn't take too much tasting to convert them into evangelists for B.C. wine!" So, on behalf of Agriculture and Agri-Food Canada and the Canadian Consulate General in Seattle, he sent out invitations to B.C. wineries to join a "Taste of Canada," part of the Society's January 9 program highlighting Canadian wines.

Everything worked out just as McCracken had planned. Wine from Domaine Combret Estate Winery, Gehringer Brothers Estate Winery, Gray Monk Estate Winery, Hester Creek Estate Winery, Mission Hill Family Estate, Saturna Island Winery, Summerhill Estate Winery, and Tinhorn Creek Vineyards was the toast of the evening for the sell-out crowd of over 250 wine lovers.

"We'll definitely host something like Taste of Canada again," says McCracken,

Continued on page 9 – B.C. wine

International wine agreement

On December 18, 2001, Canadian wine producers moved one step closer to having their wine on even more tables in Australia, Chile, New Zealand and the United States, following the signing in Toronto of the **Mutual Acceptance Agreement of Oenological Practices** by Canada's Minister of Agriculture and Agri-Food, Lyle Vanclief.

The agreement signed between these countries, collectively known as the New World Wine Producers (NWWP), will facilitate the international trade in wine through the mutual acceptance of each country's wine-making regulations.

"Canadian wine producers have worked very hard over the past decade to build an international reputation, which has put Canada on the map as a quality wine-producing nation," said Vanclief.

Both Minister Vanclief and International Trade Minister Pierre Pettigrew expressed hope that the agreement will soon be adopted by all wine-producing and importing countries.

For more information, contact Julie McGihon, Agriculture and Agri-Food Canada, tel.: (613) 759-1763, e-mail: mcgihonj@em.agr.ca 🌟

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

EXPLORE MARKET OPPORTUNITIES IN NEW YORK CITY

Team Canada Atlantic's next trade mission will be going to New York City — the largest urban centre in the U.S. — in three months.

To register for the May mission, or for additional information, contact the appropriate representative for your province, or the Team Canada Atlantic Secretariat at teamcanadaatlantic@acoa-apeca.gc.ca, or call (902) 566-7488. 🌟

Check the **Business Section of the Canada-U.S. Relations Web site** at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

Canadian Commercial Corporation

Put the power of Canada behind your exports

Quality, performance and cutting-edge innovation all drive demand for Canadian products and services worldwide. Global buyers know that Canadian-made solutions offer outstanding value. The challenges and uncertainties involved in managing international purchases can seem prohibitive, however. Searching out qualified Canadian suppliers, cutting through regulations, managing contracts and getting top performance can be overwhelming. But experienced international buyers get the answers and support they need to manage Canadian purchases through the Canadian Commercial Corporation (CCC) — Canada's export contracting specialists.

Canada's export contracting specialists

CCC brings sophisticated contract management skills and global expertise to the table. Potential buyers who team up with CCC gain an experienced partner capable of structuring effective contracts and handling all aspects of contract management. When the deal is finalized CCC can offer your buyer a unique government-backed guarantee to assure contract performance.

CCC's specialized knowledge is particularly valuable in helping your buyer put together complex deals in sectors where Canadian companies are at their innovative best. Our export professionals have experience building deals to deliver state-of-the-art aerospace and defence products, advanced environmental technologies, major infrastructure design and construction projects, leading-edge information and communications products, and sophisticated energy and natural resources solutions.

Teaming up with CCC

When your potential customer works with CCC to buy products and services from Canada, we can facilitate their purchase in one of two ways:

- as a prime contractor, we sign contracts on behalf of Canadian suppliers, guaranteeing the contract's full and satisfactory completion.
- as a procurement agent, we work with foreign buyers to help them access quality Canadian goods and services from suppliers and manage their purchases in Canada;

A world of experience

CCC is Canada's defence and aerospace contracting specialist. Currently, CCC is the 19th-largest supplier to the United States Department of Defense (DoD). Canadian sales to the DoD are governed by the Canada/U.S. Defence Production Sharing Arrangement (DPSA) — an agreement CCC has been responsible for maintaining since 1956. The Corporation also manages major Canadian procurement agreements with the U.S. National Aeronautics and Space Administration (NASA). Canadian companies selling goods or services valued over US\$100,000 to the U.S. DoD must sell through CCC.

CCC specializes in sales to foreign governments. To date we've participated in purchases with many of the world's leading international organizations, including the United Nations. We've developed successful contracts for projects funded by international financial institutions such as the World Bank, backed by our highly skilled team of contracting specialists.

CCC acts as an international prime contractor

CCC offers specialized sales and contracting strategies for your buyers

worldwide, particularly those engaged in procurement on behalf of all levels of government. When we assume the role of prime contractor, we offer your buyers invaluable contract support by:

- assessing managerial, financial and technical capabilities of suppliers;
- ensuring that the price to the buyer is competitive;
- structuring and negotiating contracts;
- guaranteeing contract performance;
- providing full contract monitoring and administration, including mediating, auditing and close-out.

As prime contractor, CCC takes charge of performance, monitoring each phase of the export transaction to ensure that the contract terms and conditions are met. This service vastly simplifies the process of administering contracts for suppliers and buyers alike.

Better deal-building from start to finish

CCC's export professionals have the know-how and experience to build better deals. From contract lawyers and negotiators to financial specialists and contract managers, our specialists

Continued on page 12 – CCC

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 pre-shipment 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, Web site: www.ccc.ca

Finland's defence budget for 2001 was \$1.54 billion, the fourth-highest military expenditure in the European Union. In 2002, the Finnish government is proposing to raise the proportion of defence spending from 4.51% of the state budget to 4.87%.

Calling on Canadian expertise

Finland — aerospace and defence sector

Market overview

Procurement of matériel accounts for 30% of military spending, and 85% of matériel is imported. Government programs are underway to develop Finland's domestic military industry and reduce its imports of matériel to 50%.

During the 1990's, the Air Force was upgraded with the addition of new F-18 C/D fighters and the associated weapons systems. The first decade of the new millennium will be reserved for the refurbishment of the Navy and the Army.

The Navy 2000 programme, worth \$1.7 billion, calls for new craft and weapons systems. The new fleet will comprise two missile Fast Attack Crafts (FACs) and four combat hovercraft.

The development of Army Rapid Deployment Forces, worth \$500 million, will entail new transport helicopters, ground transport vehicles and associated weapons systems. In September 2001, Finland, Norway and Sweden made a joint decision to purchase NH-90 transport helicopters from NH-Industries. Finland will buy 20 helicopters, which will be delivered between 2004-2008. The first two will be assembled at the NH-Industries plant, and the remainder at Finnish Patria Finavitec in Jämsä. A decision to purchase combat helicopters is expected in 2004.

In 2000, the overall Finnish market for aircraft and parts was valued at approximately \$972 million. Imports accounted for \$746 million, or 75% of

the Finnish aerospace market. Local production facilities generated \$380 million worth of aircraft and parts, of which \$154 million was exported.

Major players

Finland's national airline, Finnair, dominates the civilian market for aircraft

and parts. In 2000, Finnair operated 96% of the domestic flights and 61% of international flights.

Finnair's major suppliers of aircraft engines and parts are Pratt & Whitney (UK), CFM International, Boeing, Pratt & Whitney (Canada) (www.pwc.ca) and General Electric. Airbus will likely move into the top-five category following Finnair's recent purchase of four Airbus aircraft. Canada's CAE (www.cae.com) is the major supplier of flight simulators.



Patria Finavitec (of Patria Industries, the Finnish technology and defence group) is Finland's sole aircraft manufacturer. It operates in three business areas: overhaul of helicopters and military aircraft, including airframe, power plant and systems, through its subsidiary Patria Finavitec; design and manufacture of aircraft and spacecraft structures; design, manufacture and development of electronics and software.

There is a Canadian connection here: Patria works in cooperation with Norwegian Helicopterservice, which is owned by Canada's CHC Helicopter Corporation (www.chc.ca). EADS (European Aeronautic and Defence and Space Company), Europe's largest aerospace and defence company,

purchased 26.8% of Patria's shares in 2000, which will likely open up new business for Patria.

Opportunities

In 2000, Finland was home to 1,088 civil aircraft: 64 airliners, 82 helicopters, 372 gliders and 570 other types of air planes. Major Finnish flight operators have recently upgraded their aircraft, or ordered new planes, in order to standardize their fleets and reduce the cost of maintenance, crews and training. For this reason, and because of the current global instabilities, there are no immediate opportunities to export airliners. Demand continues, however, for small aircraft, such as air taxis, air ambulances and service planes.

The NH-90 helicopter purchases will necessitate the formation of joint-ventures with other Nordic countries and will require domestically produced tactical add-on systems for defence, simulation and training.

Due to the relatively small size of the Finnish aerospace market, Patria needs export markets to sustain its products' profitability. Patria values joint ventures with Canadian companies with expertise in marketing and distribution, no doubt because of the kinship felt by Canada and Finland as a result of sharing a similar climate and terrain, and comparable industry standards.

Useful Web sites

- Ministry of Defence (Matériel Procurement): www.vn.fi/plm/emater.htm
- The Finnish Defence Forces: www.mil.fi
- Civil Aviation Administration Finland: www.ilmailulaitos.com/english/
- Patria Industries: www.patria.fi
- Finnair: www.finnair.com
- Customs: www.tulli.fi
- Instrumentointi Oy: www.insta.fi

For more information, contact Seppo Vihersaari, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 171 141, fax: (011-358-9) 601 060, e-mail: seppo.vihersaari@dfait-maeci.gc.ca Web site: www.canada.fi 🌟

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opportunity to network with 450 journalists and 500 political and military decision makers from the 113 official delegations, making contacts instrumental to their expansion.

Trade Team Canada, including representatives from Industry Canada, the Canadian Defence Industries Association (CDIA) and the Commercial Division of the Canadian Embassy in France, will once again organize and staff a booth at the event, highlighting the expertise of Canadian defence industries and specialized SMEs looking for business opportunities in this market.

A range of Canadian goods and services will be on display, including training ammunition, industrial rubber tracks for armoured vehicles, special containers, nuclear/biological/chemical decontamination processes and services, thermogenerators and interactive whiteboards.

Canadian participants will also have a chance to expand their network of international contacts and strengthen their trade interests at an official partnership event, to which 300 European buyers and decision makers will be invited.

Canada and the French armament market

Even though arms purchases by France now amount to almost FF4 billion (approximately C\$5.60 billion) each year, direct imports of Canadian defence matériel by the French market have so far been minimal and

subject to equipment spending cuts. In fact, over the past five years, imports of Canadian goods have dropped in value from an average of FF10 million (about C\$14 million) to less than FF3 million (C\$4.20 million).

However, the new Internet portal of France's Délégation générale pour

l'armement (DGA) [www.ixarm.com] now provides suppliers with practical information: eventually it will post French requirements and calls for tenders, and give the option of submitting unsolicited proposals. Currently, cooperative European defence programs, such as the A400M military transport or the Meteor missile program, could provide Canadian manufacturers with new aerospace subcontracting opportunities for tenders to be evaluated by those responsible for OCCAR, the new European arms procurement agency in charge of these programs.

Also noteworthy are Canada-France industrial development programs focusing on the production of Eryx anti-bunker/anti-tank missiles, 105-mm artillery systems and ammunition, and SICF command and information systems, with which the Canadian and French armed forces will be equipped from now on, in addition to the bullet-proof helmets soon to be worn by the Canadian infantry.

Manufacture and assembly of a portion of this equipment in Canada has led to export cooperation and marketing agreements, which in turn have produced industrial spin-offs for Canadian companies totalling more than FF100 million (C\$140 million) since 1993.

EUROSATORY 2002

For more information on this sector, contact:

- Guy Ladequis, Commercial Officer (Aeronautics and Defence), Canadian Embassy in France, tel.: (011-33-1) 44.43.23.59, fax: (011-33-1) 44.43.29.98
- Charles Hall, Industry Canada, tel.: (613) 952-2433, fax: (613) 998-6703
- Anne Healey, CDIA, tel.: (613) 235-5337, fax: (613) 235-0784, e-mail: cdia@cyberus.ca

For more information on EUROSATORY 2002, consult the exhibition organizers' Web site: www.eurosatory.com

To register for the Canada Pavilion at EUROSATORY 2002, contact:

- Elisabeth Veauvy-Charron, Promosalons Canada-Montreal, tel.: (514) 861-5668, fax: (514) 861-7926, e-mail: infofr@promosalons.com
- Alison Cousland, Promosalons Canada-Toronto, tel.: (416) 929-2562, fax: (416) 929-2564, e-mail: acousland@promosalons.com ✪

B.C. wine finding a market in the U.S.

— Continued from page 6

"but timing is everything. Now that consumer demand is building for Canadian wine, we can concentrate on the trade side of things. Up until now, U.S. retailers weren't sure that Canadian wine makers could keep their customers supplied. But I believe that, in most cases, Canadian operations have grown to a point where they can satisfy that demand, as well as the price

and quality expectations of the U.S. consumer. I think Canadian wine makers are finally ready to be introduced to American importers, distributors and retailers."

Combret offers these final words: "We use the French term 'terroir' to describe the combination of characteristics that make up a wine's unique identity: consider careful marketing

and patience as the finishing touches to this priceless mix."

For more information, contact Olivier Combret, Owner, Domaine Combret Estate Winery, tel.: (250) 498-6966, toll Free: 1-866-TERROIR, fax: (250) 498-8879, e-mail: info@combretwine.com Web site: www.combretwine.com ✪

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

Falling hemlines may have signalled economic decline in the past, but in modern Japan, a slide in the economy is marked by a rise in demand for health products and cosmetics. Tokyo's "Big Sight" International Exhibition Centre is the venue for three leading international trade shows in the fields of beauty products and health ingredients and additives.

Standards were introduced for cosmetics. Products that are manufactured in accordance with the new regulations no longer need prior approval. Both deregulation and the introduction of new regulations are creating exciting new business opportunities for international cosmetic manufacturers by making it easier for them to enter the Japanese market.

Health and beauty shows in Japan

Beauty World Japan 2002 — May 20-22, 2002 (www.mesago-messefrankfurt.com/beautyworld/) — It is Japan's largest international exhibition for the cosmetics and beauty industries. In 2000, Japan imported cosmetics worth US\$855 million, an increase of 4.4%. Japan's US\$11.3-billion cosmetic market is the world's second-largest.

Beauty World Japan 2001 featured over 400 exhibitors from 18 countries and attracted close to 40,000 visitors from around the world. This year's show will be bigger than ever, and has been expanded to include hair care products, consumer cosmetics, fragrances and toiletry goods. Exhibitor work-

For more information, contact James Kim, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: james.kim@dfait-maeci.gc.ca

International Food Ingredients and Additives Exhibition — May 15-17, 2002 — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade (DFAIT) are organizing Canadian participation at **ifia Japan 2002** (www.ejkrause.com/ifiajapan/about.html), Asia's leading event for the food ingredients and additives industry. The show's popularity has been steadily growing; the past two events were sold out.

Last year's show was attended by 22,000 engineers, technologists, managers and other professionals, and featured exhibits by over 200 companies.

To reflect the growing Japanese preference for new tastes and diets, **ifia Japan 2002** will feature such themes as Health Foods, Functional Ingredients, and Food Waste and Recycling. A world-class educational program is also planned — featuring presentations by the world's leading specialists — which will not only attract qualified buyers and technologists but will provide a valuable educational experience for all participants.

Health Ingredients Japan — October 9-11, 2002 — Japan is now the world's third-largest market for food ingredients such as bioactive ingredients, functional foods, organic foods and nutraceuticals, and the annual **Health Ingredients Japan (HIJ)** show is a leading exhibition for the industry. HIJ, which is a part of the **International Foods Design Show**, attracted 300 exhibitors from 17 countries and 42,379 visitors last year.

Financial assistance may be available to cover half of exhibit costs, up to a maximum of \$5,000.

For more information, contact Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, fax: (613) 759-7480, e-mail: pricewm@em.agr.ca 🌟



Health food counter in Japan

Despite the slowing economy in Japan, interest in cosmetic products is rising. Imports of cosmetics are expected to climb rapidly with the recent deregulation of the industry. For example, in order to attract customers, major retailers have begun to purchase innovative cosmetic products directly from overseas manufacturers.

In April 2001, import regulations that conform to international stan-

dards and educational seminars are planned as well. **Beauty World Japan 2002** will be the place where beauty and health products from Japan and the rest of the world converge.

For information about financial assistance for exhibitors, contact the Program for Export Market Development (PEMD), tel.: 1-888-811-1119, Web site: www.infoexport.gc.ca/programs-e.asp

Nutraceuticals, a growing market

HONG KONG — March 14-17, 2002 — Attend the first **International Conference for the Modernization of Chinese Medicine** (www.icc.com.hk/ICMCM) and find out more about the lucrative supplements and nutraceuticals market, worth \$420 million each year, and growing.

As Hong Kong's population ages, slimming aids, immune system enhancements, and hair growth products are becoming increasingly popular.

Companies from Hong Kong, mainland China and other Asian countries will be participating, making the conference an ideal venue for exploring

market opportunities in the Asia-Pacific region.

For more information about exhibiting, contact DP Expos Services Inc., tel.: (514) 944-8471, fax: (514) 876-4217, e-mail: info@dpexpos.com Web: www.dpexpos.com

For more information about market opportunities, contact Houston Wong, Commercial Officer (Agriculture and Agri-Food), Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7434, fax: (011-852) 2847-7441, e-mail: houston.wong@dfait-maeci.gc.ca ❄

ITU TELECOM ASIA 2002

HONG KONG — December 2-7, 2002 — Trade Team Canada is recruiting now for the **27th ITU Telecom Asia 2002** (www.itu.int/ASIA2002), Asia's top international trade event for the world's telecommunications industry, and this year's key export market opportunity.

Hosted by the Government of the People's Republic of China, **ITU Telecom Asia 2002** will take place in Hong Kong's Convention and Exhibition Centre.

ITU Telecom events promote international telecommunications as a prime driver for global economic activity, and Telecom Asia was established to help international suppliers gain market share in the world's fastest-growing telecommunications market. For details about the success of **Telecom Asia 2000**, visit the ITU Web site at www.itu.int/ASIA2002 and click on "2000 Statistics".

This year's exhibitors at Trade Team Canada's pavilion will receive the following programs and services:

- fully managed group participation in a high-profile, prime location;
- special travel and accommodation package;
- consolidated shipment of exhibit material to the site;

- government-organized trade program;
- core Trade Commissioner Services for eligible participants;
- funding (for qualified companies) under the Program for Export Market Development (PEMD) (www.infoexport.gc.ca/pemd/menu-e.asp).

The deadline to register is **February 28, 2002**.

For more information, contact:

- UNILINK (pavilion organizer), tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com
- Brian Wong, Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7414, e-mail: brian.wong@dfait-maeci.gc.ca
- Marcel Belec, China Division, DFAIT, tel.: (613) 995-6962, e-mail: marcel.belec@dfait-maeci.gc.ca
- Dale Forbes, Industry Canada, tel.: (613) 990-9092, e-mail: forbes.dale@ic.gc.ca
- Eric Barker, Industry Canada, tel.: (604) 666-1407, e-mail: barker.eric@ic.gc.ca
- Debbie Kemp, Communications Research Centre, tel.: (613) 998-4287, e-mail: debbie.kemp@crc.ca ❄

China's WTO accession

Information sessions for exporters

The Department of Foreign Affairs and International Trade (DFAIT) is organizing a series of cross-Canada information sessions about commercial opportunities for Canadian exporters arising from China's accession to the World Trade Organization (WTO).

Canada's Ambassador to China, Joseph Caron, will be delivering presentations about China's WTO accession on February 15 in Toronto, on February 21 in Montreal, and on February 25 in Vancouver.

DFAIT's China Division is also announcing the release of the *China and Hong Kong Trade Action Plan for 2002*. Exporters will find the document an excellent tool to help them identify the opportunities and challenges in the Chinese market. It will be available on the Division's Web site (after March 1, 2002) at: www.chinahktradeactionplan.ca

For more information about doing business in China, or for session schedules, contact DFAIT's China Division, tel.: (613) 996-0905, e-mail: pcm@dfait-maeci.gc.ca ❄



Nexus Consulting Group inc. in Tunisia

It has now been six months since Nexus Consulting Group inc. of Sillery, Quebec, providers of international business expertise and assistance, opened the doors of its Tunisian branch, an initiative that has already resulted in an increased number of partnership requests on both sides.

At the inauguration, which was also attended by Tunisian government and industry officials, Jacques Simard, Canada's Ambassador to Tunisia, stressed the willingness of stakeholders from both countries to increase trade and cultural exchanges. He added that Tunisia continues to be one of Canada's preferred partners in Africa, citing the opening of the Nexus Consulting Group inc. branch as a concrete example.

Created in early 1999, Nexus Consulting Group inc. provides services to Canadian companies, both in Quebec and elsewhere, seeking new business

opportunities mainly in Africa, Latin America and some Middle Eastern and Western European countries. These services include all business solutions needed for a project abroad, from identifying an opportunity to implementing the project.



Slim Saidani, President of Nexus Consulting Group inc. (right), applauds the inauguration of his firm's branch in Tunis last September. On the left is Claude Pelletier, one of his project managers, and in the middle is Jacques Simard, Canada's Ambassador to Tunisia.

For more information, contact Nexus Consulting Group inc., in Canada: tel.: (418) 683-0999, toll free: 1 877 307-0999, fax: (418) 683-2268, Web site: www.groupe-nexus.qc.ca e-mail: info@groupe-nexus.qc.ca in Tunisia: tel.: (011-216-71) 951-408, fax: (011-216-71) 951-369.

Companies wishing to do business in Tunisia can contact André Landry, Desk Officer, DFAIT, tel.: (613) 944-8288, fax: (613) 944-7431, e-mail: andre.landry@dfait-maeci.gc.ca or André Potvin, Commercial Counsellor, Canadian Embassy in Tunisia, tel.: (011-216) 71-796-577, fax: (011-216) 71-792-371, e-mail: andre.potvin@dfait-maeci.gc.ca ✪

Bell Helicopter Textron in Thailand

Bell Helicopter Textron Canada (BHTC) (www.bellhelicopter.textron.com) and the Royal Thai Air Force (RTAF) have signed an agreement worth

\$40 million for the purchase of two Bell 412EP helicopters.

The helicopters, which will be used for the safe, reliable and efficient transport of Very Very Important Persons (VVIP), will be manufactured in Mirabel, Quebec and delivered later this year.

The Canadian Embassy and Bell Helicopter worked closely to bring this project to fruition. Andrew McAlister, Canada's Ambassador to Thailand, witnessed the signing of the agreement on December 28 by

Commander-in-Chief ACM Pong Maneesilpa of the RTAF and E. James Wilson from Bell Helicopter Asia at the RTAF Headquarters in Bangkok.

The RTAF has been operating Bell 412's for the last 15 years, and the 412EP — the latest version of this model — is an advanced and well-established helicopter with a proven safety record, exceptional reliability and renowned product support. ✪

CCC — Continued from page 7

supply hands-on support to ensure that every purchase buyers make meets their needs and expectations.

For more information on CCC's services, visit our Web site at www.ccc.ca or contact our Market Opportunities Development Office at (613) 992-3082. ✪

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



Signing ceremony in Bangkok: RTAF Commander-in-Chief ACM Pong Maneesilpa (left) shaking hands with E. James Wilson, Bell Helicopter Asia. Looking on: Sean Brady, President, Pac Rim International and Andrew McAlister, Canada's Ambassador to Thailand (far right).

"Being named Canada's 2000 Exporter of the Year was really a high point. We made sure all of our distributors and partners knew about it — because it speaks of their and our success."

Nancy Knowlton, Chief Operating Officer, SMART Technologies, Calgary, Alberta
(*Chatelaine*, October 2001)



Apply now for the 2002 Canada Export Awards

The Canada Export Awards celebrate the success of Canada's export companies. On October 7, 2002, International Trade Minister Pierre Pettigrew will present **Canada Export Awards** to a selected number of firms, chosen by a panel of prominent business people from across Canada. Canadian companies that receive these awards are acclaimed for increasing their export sales, for introducing new products and services abroad or for penetrating new markets.

Finalists and winners of the Awards make a remarkable contribution to

Canada's growth, creating jobs for Canadians and contributing to economic and social progress here and abroad.

The recipients of the awards will use the Canada Export Award logo in their advertising and promotional materials for three years following receipt of the award (previous winners have found that using the logo brings them added recognition in Canada and abroad). Winners will also receive media training and a 60-second video on their company produced for the awards ceremony to be held in conjunction with the annual convention

of **Canadian Manufacturers & Exporters** in October in Vancouver, B.C.

To participate in the program, companies that have been exporting for at least three years may apply by going to www.infoexport.gc.ca/awards-prix. We encourage firms to submit their applications by e-mail. Those who do not have access to the Internet, can contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395.

The deadline for applications is **March 31, 2002.** ❄️

Canada Day in the Inland Northwest

SPOKANE, WASHINGTON — May 10, 2002 — **Canada Day in the Inland Northwest** is a business and cultural exchange program organized by Committee Canada, an arm of the International Trade Alliance, and a

number of Canadian economic development organizations. The program pairs extensive educational seminars with the opportunity to network and meet potential business partners from Canada and the United States.

This day-long event will provide attendees with an opportunity to speak with experts on a number of U.S.–Canada trade issues. Panel members will discuss a broad range of practical and technical business topics, including finding distributors, border security issues, venture capital and joint venture issues, banking relationships and market success potential.

Prior to the event, a special reception will be held on May 9 featuring Canadian wine and beer, which will be an excellent opportunity to network in an informal atmosphere, and to get to know international businesses from both sides of the border.

For more information, contact Rod Johnson, Consul and Senior Trade Commissioner, Canadian Consulate General, Seattle, tel.: (206) 770-4075, fax: (206) 443-9735, e-mail: rod.johnson@dfait-maeci.gc.ca Web site: www.canada-seattle.org or International Trade Alliance, tel.: (509) 459-4123. ❄️

Export Alliance Construction

MONTREAL — March 4-5, 2002 — **Export Alliance Construction** (www.wtcmontreal.com/exportalliance) is an international networking event for Quebec businesses and professionals in the construction sector. Workshops and seminars will enable participants to establish links and explore business opportunities with potential buyers in the United States, Central America and South America, as well as reinforce their exporting knowledge.

Export Alliance Construction is

sponsored by the World Trade Centre Montréal, the Quebec Ministry of Industry and Trade and la Société d'habitation du Québec; Industry Canada and the Canada Mortgage and Housing Corporation are also partners for this event.

For more information, contact Julie Bourgoïn, Adviser, World Trade Centre Montréal, tel.: (514) 849-1385 or 1-877-590-4040 (toll-free in Canada), fax: (514) 849-3813, e-mail: jbougoïn@wtcmontreal.com ❄️

Interstroiexpo 2002

ST. PETERSBURG, RUSSIA — April 23-25, 2002 — Canadian companies are invited to participate in a market development mission to Northwest Russia, the highlight of which is a major international building conference and trade show known as **Interstroiexpo 2002**.

The conference and trade show will include exhibitions on construction design, windows, doors, roofs, heating, ventilation and air conditioning (HVAC), and the Russian building industry.

The organizers of **Interstroiexpo 2002** have dedicated one day to Canada and Canadian construction products and technologies — Maple Leaf Day. This will give Canadian participants a unique opportunity to present their products/services to hundreds of Russian companies that are looking for suppliers or partners. This is also a chance to meet business and administrative representatives from all regions of Northwest Russia and former CIS countries.

St. Petersburg is the centre of Northwest Russia and the second largest city in the Russian Federation. It holds a leading position in economic development, especially in the construction sector. With the city preparing to celebrate its 300th anniversary, over 100 construction projects are planned for 2003.

For more information, contact Margarita Sandal, Commercial Officer, e-mail: margarita.sandal@dfait-maeci.gc.ca or Andrei Galaev, Commercial Officer, e-mail: andrei.galaev@dfait-maeci.gc.ca Canadian Consulate General, St. Petersburg, tel.: (011-7-812) 325-8448, fax: (011-7-812) 325-8393 Web site: www.infoexport.gc.ca/ru ❄

Change in dates

CAIRO, EGYPT — June 3-5, 2002 — **Edxpo 2002** — Please note the new dates for the Middle East Education, Training and Development Exhibition and Conference, which have been changed from April 16-19, 2002. (See the December 17, 2001, issue and CanadExport on-line for details.)

Farnborough International 2002

FARNBOROUGH, ENGLAND — July 22-28, 2002 — Plan now for your participation in **Farnborough International 2002 (FI2002)**, the premier international aerospace event. At **FI2000**, orders in excess of \$50 billion were announced and more than 1,280 exhibitors, 170,000 business visitors and official representatives from 56 countries attended. Despite the current economic slowdown, participation remains an important way to

establish and maintain contacts in the global aerospace market and to obtain information on new programs.

A Canadian Pavilion is being organized under the auspices of the Aerospace Industries Association of Canada (AIAC). Although much of the exhibit space has already been reserved, opportunities still exist for firms interested in renting a panel display. Trade Team Canada–Aerospace and Defence, a partnership between industry and government, will organize a market information and intelligence program for the event.

For more information or to register, contact Sandra Sutcliffe, Aerospace Industries Association of Canada, tel.: (613) 760-4553, e-mail: sandra.sutcliffe@aiac.ca or Peter McLachlan, Trade Team Canada Secretariat, tel.: (613) 954-3328, e-mail: mclachlan.peter@ic.gc.ca



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Meet us at Globe 2002



THE CANADIAN
TRADE COMMISSIONER
SERVICE

VANCOUVER, B.C. — March 13-15, 2002 — Over 50 members of the Canadian Trade Commissioner Service from missions abroad will be attending **Globe 2002** (www.globe2002.com), one of six premier international environmental trade shows, at the Vancouver Convention and Exhibition Centre. Many of the trade commissioners will be accompanied by a delegation of foreign buyers, and will be available to meet Canadian companies and exhibitors during the **Export Café** one-on-one meetings on **March 13** and **March 14** from **1:00 p.m. to 4:30 p.m.**

Register on-line at www.infoexport.gc.ca/cafe or drop by the Trade Commissioner Service booth at the Canada Pavilion to learn about export opportunities around the world.

For more information, contact Jeffrey Tracey at (613) 996-1758 or globe2002@dfait-maeci.gc.ca

Access our environmental industries market reports and network of professionals at www.infoexport.gc.ca

For information on renting exhibit space, contact Derek Staines, EAS Exhibition Service, tel.: (905) 837-5095, e-mail: derek@easexhibitions.com

For information on Farnborough and market contacts in the United Kingdom, contact Sylvia Cesaratto, First Secretary, Canadian High Commission, London, tel.: (011-44-20) 7258-6600, e-mail: sylvia.cesaratto@dfait-maeci.gc.ca ❄

Upcoming trade shows and conferences

For the full calendar of events, see CanadExport on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions" or visit www.dfait-maeci.gc.ca/arts

BOSTON, MASSACHUSETTS — April 7-9, 2002 — The **Northeast Foodservice & Lodging Exposition & Conference** is New England's largest showcase of food service equipment, products and services. Attending will be top decision makers from all food service sectors: restaurants, education, health care, correctional institutions, catering, retail, distributors, manufacturers and more. For more info: www.northeastfoodservice.com or food@divcom.com or www.divbusiness.com

KUALA LUMPUR, MALAYSIA — April 8-11, 2002 — The **Defence Services Asia Exhibition and Conference (DSA)** will feature the most sophisticated hardware and electronic equipment for defence and law enforcement and will attract decision makers, manufacturers and service providers from around the world. The Canadian High Commission will provide market prospect assessments and identification of key contacts. For more info: www.dsa2002.com or exhibitions@dia.pipex.com or Aryeh Stegenga, Canadian High Commission, Kuala Lumpur, aryeh.stegenga@dfait-maeci.gc.ca

LONDON, U.K. — April 9-11, 2002 — **In-Cosmetics** has become the leading international exhibition for suppliers and manufacturers of raw materials and ingredients for cosmetics, toiletries and personal care, and draws chemists, scientists, R&D managers, buyers and marketing personnel. For more info: www.in-cosmetics.com

SINGAPORE — April 9-12, 2002 — Agriculture and Agri-Food Canada (AAFC), in cooperation with the Canadian High Commission in Singapore, invite you to join the Canada Pavilion at the **Food & Hotel Asia Show 2002**. For more info and market opportunities: <http://ats.agr.ca/events/fhasingapore/welcome-e.htm> or Maria Lo, AAFC

(613) 759-7729, lom@em.agr.ca or Gordon Richardson, Canadian High Commission, Singapore, gordon.richardson@dfait-maeci.gc.ca

DUBAI, UNITED ARAB EMIRATES — April 9-12, 2002 — The **Gulf Education and Training Exhibition** focuses on student recruitment, academic/corporate/individual training and human resources development, plus educational equipment and supplies. Participants include representatives from academia, government and the private sector. In 2001 the event drew over 20,000 visitors. Once again in 2002, a Canadian Pavilion is planned. For more info: www.gulfeducation.com or general@ice-ltd.demon.co.uk or Margaret Hogan, Canadian Embassy, Abu Dhabi, margaret.hogan@dfait-maeci.gc.ca

BOLOGNA, ITALY — April 10-13, 2002 — The **Bologna Children's Book Fair**

HANNOVER, GERMANY — April 15-20, 2002 — Hannover Messe is the premier showcase for leading-edge industrial technology. The world's biggest industrial fair, it is the umbrella for seven individual trade shows: **Factory Automation, MicroTechnology, CeMAT, SurfaceTechnology, Energy, SubconTechnology, and Research and Technology**. Expected to attend are some 7,200 exhibitors from 60 nations and 260,000 trade professionals from all over the world. For more info: www.hannovermesse.de/intro_channel_e.html or Leslie T. Reissner, Canadian Embassy, Berlin, leslie.reissner@dfait-maeci.gc.ca or www.kanada-info.de

BRUSSELS, BELGIUM — April 20-24, 2002 — **AUTOTECHNICA Benelux 2002** is the 11th International Automotive Trade Show for spare parts, accessories, tools, garage and bodywork equipment. In 2000, some 325 exhibitors drew close to 40,000 visitors.

For more info: info@autotechnica.be or www.autotechnica.be or Paul Desbiens, Canadian Embassy, Brussels, paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

BRUSSELS, BELGIUM — April 23-25, 2002 — The **European Seafood Exposition (ESE)** is the world's most prestigious seafood event representing every seafood category. Running concurrently with ESE is **Seafood Processing Europe**, Europe's only comprehensive seafood processing exhibition. For more info: food@divcom.com or www.euroseafood.com or www.europrocessing.com or Paul Desbiens, Canadian Embassy, Brussels: paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

TORONTO, ONTARIO — May 3-5, 2002 — The **Canadian International Automotive Show** — the largest automotive aftermarket trade show in Canada — is expected to draw more than 20,000 automotive aftermarketers representing every level of the distribution chain and every sector of the industry. For more info, or to register: Kristina Cluff, AIA Canada, tel.: (613) 728-5821 ext. 230, kristina@aia-canada.com or www.aiacanada.com

MELBOURNE, AUSTRALIA — May 7-9, 2002 — TCF International, Giftware International, and Homeware & Furnishing International is three shows in one: the **International Textile, Clothing, Footwear & Fashion Accessory Exhibition**; the **Australian International Giftware Exhibition**; and the **International Homeware & Furnishing Exhibition**. For more info: Sharon Lethbridge, slethbridge@ausexhibit.com.au or www.ausexhibit.com.au

BRUSSELS, BELGIUM — May 14-16, 2002 — **Telecom cTy** (formerly TM@B) is a leading marketplace for information and communications technology solutions. In 2001, over 15,000 visitors were attracted by the more than 300 exhibitors, including both multinationals and SMEs. For more info:

Continued on page 16 – Upcoming

Upcoming trade shows and conferences

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info@tmab.be or **www.tmab.be** or Paul Desbiens, Canadian Embassy, Brussels, **paul.desbiens@dfait-maeci.gc.ca** or **www.infoexport.gc.ca/be**

LIMA, PERU — May 14-17, 2002 — The 5th International Gold Symposium and Trade Show, **Peru Gold**, is an excellent opportunity for Canadian firms engaged in gold exploration, mining feasibility studies, extraction and processing. CAMESE is again organizing a Canada Pavilion as well as networking sessions and site visits. For more info or to register for the Canada Pavilion: CAMESE, (905) 513-0046, **minesupply@camese.org** or **www.camese.org**

TOKYO, JAPAN — May 15-17, 2002 — **International Food Ingredients and Additives Exhibition** — October 9-11, 2002 — **Health Ingredients Japan**

TEL AVIV, ISRAEL — May 20-22, 2002 — The do-it-yourself (DIY) industry will be showcased at **DIY 2002**, the largest DIY exhibition ever. The over 300 exhibitors from around the world will present the very latest equipment and products to buyers from leading DIY retailers and distributors. There will also be a conference exploring DIY industry trends and achievements. For more info: Leora Elkies, **leora@fairs.co.il** or **www.israel-trade-fairs.com/2000** or Suzanne Szukits, Canadian Embassy, Tel Aviv,

suzanne.szukits@dfait-maeci.gc.ca or **www.dfait-maeci.gc.ca/telaviv**

MONTREAL, QUEBEC — May 23, 24, and 25, 2002 — The **Montreal International Interior Design Show (SIDIM)** is Quebec's largest professional design show and showcases companies involved in the design, manufacture, distribution and retail sale of products and services for office, commercial, residential and institutional interior design. For more info: Hélène Guinois, **h.guinois@sidim.com**

BRUNEI DARUSSALAM — May 27-30, 2002 — **GASEX 2002**, the 7th Gas Information Exchange Conference and Exhibition, will have the theme "Powering Sustainable Growth." The conference will feature presentations and discussion of the current concerns facing the industry. The **GASEX 2002** exhibition will showcase the latest trends, technology and industry innovations. For more info: Mew Yee Yap, Canadian High Commission, Brunei Darussalam, **mewyee.yap@dfait-maeci.gc.ca** or **www.gasex2002.com** To register: **michael@bruneibay.net**

MELBOURNE, AUSTRALIA — June 2-5, 2002 — **Designbuild** is the premier Australian showcase for the construction and design industries. Formerly called **Interbuild Australia**, the exhibition is the only forum in Australia where designers, builders, architects,

developers, engineers and merchants all meet, and attracts a trade-only audience of 17,000 buyers and specifiers. For more info: **designbuild@ausexhibit.com.au** or **www.designbuildexpo.com.au** or Kevin Skauge, Canadian Consulate General, Sydney, **kevin.skauge@dfait-maeci.gc.ca**

BIRMINGHAM, U.K. — June 9-11, 2002 — The **European Ethnic Food Show** is the number one ethnic food show in Europe. The 2001 show attracted 300 exhibitors showcasing authentic food and beverages and equipment for the hospitality trade. Nearly 9,000 buyers attended from the catering, retail and wholesale sectors. For more info: Ian Thomson, Canadian High Commission, London, **ian.thomson@dfait-maeci.gc.ca**

CAIRO, EGYPT — June 17-19, 2002 — At the **Healthcare Middle East 2002 Exhibition and Conference** exhibitors from around the world will present their products and services, including pharmaceuticals, medical equipment, healthcare support, IT solutions and training. Running simultaneously, the **Beauty and Fitness 2002 Exhibition** will introduce the latest products and innovations in cosmetology, nutrition, sports and fitness. For more info: **info@trade-links.org** or **www.trade-links.org** or Magdy Ghazal, Canadian Embassy, Cairo, **magdy.ghazal@dfait-maeci.gc.ca**

FARMVILLE, VIRGINIA — June 22-23, 2002 — The **2002 Arts Business Institute** 🌟

Enquiries Service

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

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

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