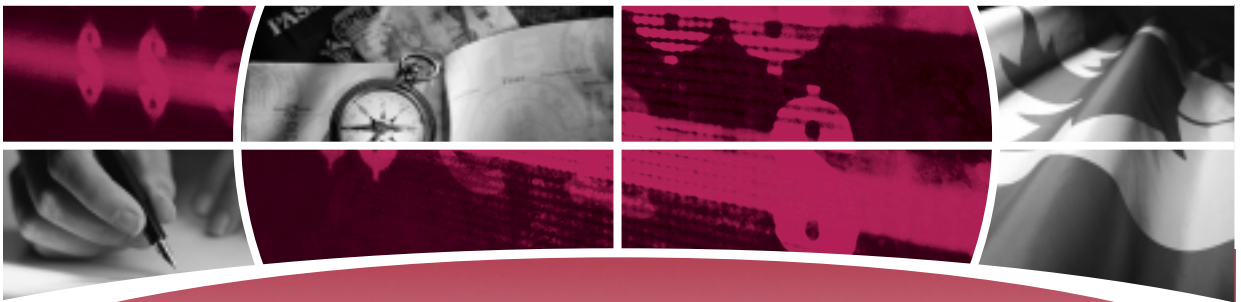




CanadaExport



Japan International Cooperation Agency

Great opportunities for partnerships

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Canadian consulting firms already successful with multilateral development banks (MDB) know the importance of partnerships. They may, however, be missing a source they have not previously considered: Japan. Teaming up for the long term, Canadian and Japanese consulting firms can open doors for each other to a whole new range of opportunities.

For Canadian firms, opportunities can come through Japanese development assistance organizations such as the **Japan International Cooperation**

Agency (JICA). A new on-line report provides an excellent starting point for learning about the JICA procurement process and identifying potential partners.

Canadians know how to win World Bank (WB) and Asian Development Bank (AsDB) projects, while Japanese companies have shied away from these MDBs. Carrying out a successful MDB-financed project together can pave the way for the Japanese partner to offer subcontracting opportunities for third-country projects funded through JICA.

continued on page 4 — JICA

Canada makes its mark at book fair in Italy



At the Canadian stand in Turin (from left): Nicole Saint-Jean, Association nationale des éditeurs de livres; Linda Cameron, President, Association of Canadian Publishers; and Michael Brock, Director General, International Cultural Relations Bureau, DFAIT.

see story on page 8 — Book

Vol. 21, No. 11
June 16, 2003

Supplement
PERU: THE HIDDEN TREASURE
(see insert)

"It takes patience"

A Canada Export Award winner looks back

When Czech immigrant Mirek Planeta arrived in Canada in 1974, he was overwhelmed by the generosity of his new colleagues and friends in Burlington, Ontario. Even the plant manager where he first worked loaned him a car to get around. "I wish everyone immigrating had that experience," says Planeta. Now President of Canada Export Award-winning **Macro Engineering and Technology**, Planeta is an example

of an entrepreneur who succeeded by expanding into foreign markets.

Planeta graduated from the University of Prague in 1969 as a chemical engineer, and worked in Czechoslovakia before moving to the United Kingdom and then Canada. "It was not an

He found opportunities in Korea, Japan, China, then Europe, and is now moving into Russia and the Ukraine. He offers some advice for would-be exporters: "Don't get discouraged with the export market. It takes time; you have to be patient. You can't expect to get orders right away. Get a good agent who knows that market."

That approach has been successful for Planeta and his company, which employs 100 people and earns more than \$20 million annually. In Macro's boardroom, the 1995 Canada Export Award is displayed; he says "it impresses people from abroad when



Canada Export Award winner Mirek Planeta, President and founder of Macro Engineering and Technology, at his Mississauga, Ontario, plant.

CanadExport

Editor-in-Chief: vacant
 Managing Editor: **Louis Kovacs**
 Editor: **Michael Mancini**
 Layout: **Yen Le**
 Circulation: **55,000**
 Telephone: **(613) 992-7114**
 Fax: **(613) 992-5791**
 E-mail: canad.export@dfait-maeci.gc.ca
 Web site:
www.dfait-maeci.gc.ca/canadexport

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

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

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

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

ISSN 0823-3330

easy time for me and I did not speak English well then." In 1978, he started Macro Engineering and Technology, now a world-recognized designer and manufacturer of advanced extrusion systems and components for barrier and specialty films.

Although Planeta has received over 30 patents, he downplays his accomplishments, suggesting that in the early days "we went to the customers and asked what they wanted and then built it." He had been relying almost exclusively on U.S. and Canadian sales until tough times hit in 1987, and began looking into exporting overseas. "I thought that if one area of the world is down, there must be another where the economy is up."

they learn we won it." As one of 200 award winners, he is definitely in good company.

The **20th Canada Export Awards** will take place in Toronto on **November 24, 2003**, as part of the **Canadian Exporters Conference**, organized by Canadian Manufacturers and Exporters (www.cme-mec.ca).

For more information, contact Andrew Caddell, Team Canada Inc Trade Liaison Unit, DFAIT, tel.: **(613) 944-0118**, e-mail: andrew.caddell@dfait-maeci.gc.ca or check the Canada Export Awards Web site: www.infoexport.gc.ca/awards-prix/menu-e.htm. 🍁

UBC takes technology transfer program to Seattle

The Canadian Consulate General in Seattle collaborated with three local sponsors—Silicon Valley Bank, Grant Thornton Accounting and the law firm of Gray Cary—to host “Tech Transfer: Primed for Evolution,” a biotech CEO breakfast program.

The idea came from the critical role that technology transfer programs from local universities play in getting new ideas, science and technology into the market. At the University of Washington (UW), this role has suffered of late, while the **University of British Columbia** (UBC) model is a shining beacon of success, albeit little known in the Seattle biotech community.

The program featured Jim Severson, Vice Provost, Office of Intellectual Property and Technology Transfer from UW, and Angus Livingstone, Managing Director, University Industry Liaison Office (UILO) at UBC. Both set the stage for the process, track record and positioning of each university in their tech transfer offices. A panel discussion then involved two companies—one from Seattle and one from Vancouver—that were formed around university technologies.

By collaborating on this event, the Canadian Consulate General in Seattle was able to build greater awareness in the Seattle area for the UBC UILO office and its outstanding record of commercialization and licensing in the area of life sciences—a worthwhile initiative since UW has come under scrutiny from the local business community for not commercializing a proportionate amount of its research.

UBC’s UILO has been instrumental in the creation of a majority of British Columbia’s (B.C.) biotechnology companies like **QLT**, **Angiotech**, **Inex Pharmaceuticals** and **Xenon Genetics**, to name a few. Without the UILO’s support and guidance for these companies—among many others in their early stages—B.C. would simply not have the biotechnology industry it has today.

At this event, UBC was also able to showcase its leadership position and research and development capabilities and, hopefully, stimulate interest in collaborative research from the local community. More than 60 participants, including company representatives, venture capital firms and the Washington State governor’s Executive Policy Office, attended this cross-border event.

For more information, contact Jane Shaw, Business Development Officer, Canadian Consulate General in Seattle, tel: **(206) 770-4081**, fax: **(206) 443-9735**, e-mail: jane.shaw@dfait-maeci.gc.ca.

For more information on UBC’s UILO, go to www.uilo.ubc.ca. 🍁

Sanctions lifted in Iraq

Reconstruction opportunities for Canada

With the adoption of resolution 1483 on May 22, 2003, the United Nations (UN) Security Council lifted most sanctions against Iraq—with the exception of the arms embargo—while the purchase of oil from Iraq is subject to some conditions under that resolution. Canada is undertaking measures to implement resolution 1483.

Opportunities

Reconstruction efforts in Iraq are at a very early stage and are currently limited to U.S. government-funded contracts, most of which are administered by the United States Agency for International Development (USAID). However, sub-contracting for U.S. government reconstruction contracts offers opportunities for Canadian companies. The Canadian Embassy in Washington is following developments closely with U.S. officials and has prepared a Web site to help Canadian exporters pursue potential opportunities (www.dfait-maeci.gc.ca/sell2usgov/iraqusaid-en.asp). U.S. officials have confirmed that Canadian bidders are welcome.

California-based Bechtel Corporation has been selected by USAID to lead the design, rehabilitation, upgrading and reconstruction of Iraq’s infrastructure. Details are available at the Bechtel Web site at www.bechtel.com/iraq.html.

Canada’s role

On May 14, 2003, Prime Minister Chrétien announced that Canada will allocate a further \$200 million to meet humanitarian and reconstruction needs in Iraq, bringing Canada’s total contribution to more than \$300 million, and demonstrating Canada’s ongoing commitment to the international effort underway to assist the people of Iraq.

continued on page 8 — Iraq

JICA opportunities — *continued from page 1*

Providing an edge for success

While Japanese companies are particularly strong in engineering, Canadian suppliers have expertise in the “softer” areas such as health, education, governance, environment and women in development—increasingly important components of MDB and JICA development activities. Proposals for WB and AsDB projects are judged on both technical competence and cost-competitiveness. The addition of Canadian content can help a Japanese business to achieve a more cost-competitive bid, since the Canadian dollar is very attractive compared to the Japanese yen. Canadians can also assist Japanese companies in writing expressions of interest and put together successful proposals (which must be submitted in English).

Huge market opportunity

In turn, JICA-funded projects represent a

huge market opportunity for Canadian consulting firms. JICA is responsible for the technical cooperation aspect of Japan’s official development assistance (ODA). Japan offers the most generous development assistance programs in the world, providing nearly one-quarter of the world’s total ODA in recent years, accounting for some US\$20 billion annually.

Of most interest to Canadian suppliers are the development study schemes—such as feasibility studies—that JICA employs to plan grant aid or loan-funded follow-up projects. Since JICA contracts only with firms that are incorporated in Japan and pre-registered, subcontracting is the best option for Canadian firms.

JICA report outlines options

A new on-line report prepared by the Canadian International Development Agency, “JICA Contracting of Foreign

Consultants,” (www.infoexport.gc.ca/ifinet/jica-e.htm) outlines the JICA procurement process and provides valuable marketing tips and key contacts. The report also lists the top 20 Japanese consulting firms that win 70% of JICA-funded projects.

Once a potential partner has been identified from this list, the Canadian Embassy in Tokyo can facilitate those important introductions, as well as provide tips on business protocol. Companies willing to invest in the effort to visit with Japanese consulting firms active on JICA-funded projects, and develop the trust necessary for successful long-term relationships, have excellent prospects for success.

For more information, contact Masanobu Tsukada, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-6223**, e-mail: tokyo.er@dfait-maeci.gc.ca, Web site: www.jica.go.jp/english/. ❁

(For the unabridged version, see www.dfait-maeci.gc.ca/canadexport and click on “A Yen for Japan”.)

Need financing for an Asian expansion?

Look to Hong Kong

After Japan, Hong Kong is the strongest regional base for private equity funds in Asia. There are several hundred private equity firms in Hong Kong managing about US\$50 billion, or roughly 30% of the total private equity capital pool in the region. Private equity companies provide capital to a variety of businesses from younger to more established companies involved in everything from new technology to infrastructure projects.

But Hong Kong financiers are not lenders of last resort. Hong Kong companies are, however, receptive to financing Canadian companies with a strong Asian connection and strategy.

With the volatility in equity markets in the past year, private equity funds are facing pressure from their own investors to produce better returns from their portfolios. Recently, Hong Kong investors have tended to support later-stage companies—as opposed to start-ups—and aim for management control. Most prefer to invest in more mature companies with proven technology and

clear applications to Asian markets. Referrals from known Canadian or American venture capitalists are very important as most local venture capital firms do not have the resources to review many deals. Referrals from existing investors from earlier rounds are also important.

Find a local partner

Because of its extremely competitive manufacturing base and large domestic market, China is a priority market for many Asian venture capitalists, particularly those in Hong Kong. A

strong local strategic partner is often the key to success, and a venture capitalist can be a partner. Local venture capitalists suggest that Canadian companies should leverage their way to Asian markets using Asia-based manufacturing and/or distribution partners. In China, for example, companies with established distribution networks are actively seeking partners with leading technology to integrate into their products. China also provides a world-class, low-cost manufacturing base in sectors ranging from information technology, to medical devices, health care and processed food.

If you have a proven track record, and if financing is key to your China strategy, look to Hong Kong.

For more information, contact Amy Yung, Trade Commissioner, Canadian Consulate General in Hong Kong, tel.: **(011-852) 2847-7414**, e-mail: amy.yung@dfait-maeci.gc.ca. ❁

Natural & Organic Products Europe 2003

In April, the Canadian High Commission in London participated for the third year in **Natural & Organic Products Europe 2003** in London. The show is one of the premier events for the natural products industry in the United Kingdom (U.K.) and attracts visitors and exhibitors from all over the world.

Canada had a significant presence again this year with a range of products from all natural cosmetics and toiletries, pure fruit juices and health bars to echinacea throat lozenges. This was the first time the High Commission organized a Canadian showcase whereby companies sent their products and brochures to be displayed at the Canadian pavilion. The display was very well received both by foreign companies looking for new suppliers and by Canadian participants, a sign that such a showcase

may become a permanent feature of the pavilion.

Canadian success

One of the participating Canadian companies, **Canus Goat's Milk**, won the 'Best New Non-Food Product' for its thick, rich body butter. Canus produces



From left: Rick Le blanc, André Beauregard and Claude Beauregard, from Canus, at the Canadian pavilion.

a range of goat's milk products which include fragranced and non-fragranced soap bars, liquid soap, body lotion, body butter, foaming milk bath and a 'li'l goat's

milk' range for children. Recognizing that goat's milk has long been known as a natural skin moisturizer and rejuvenator, Canus began selling its products throughout North America.

The company was created in the mid-1990s by two partners in Quebec. As part of the development effort, they contacted a processor of goat's milk near Montreal. This cooperative had access to over 2,500 goats which led to the production of a complete line of luxury goat's milk products for the skin. Canus products are being introduced into the U.K. and are being distributed by Tree of Life and available at the Health Store.

For more information, or to exhibit at **Natural & Organic Products Europe 2004 (April 4-5, 2004)**, contact Ros Burridge, e-mail: ros.burridge@dfait-maeci.gc.ca or Michelle Gartland, e-mail: michelle.gartland@dfait-maeci.gc.ca. 🍁

For a list of Canadian exhibitors and showcase participants, go to the unabridged version at www.dfait-maeci.gc.ca/canadexpport under "The European Advantage."

Notables rush to Paris

Canadian lobster on the menu

International Trade Minister Pierre Pettigrew and Raymond Chrétien, Canada's Ambassador to France—with International Trade Deputy Minister Len Edwards in attendance—hosted a dinner to launch the **"Menu Tout Homard du Canada" (All-Canadian Lobster Festival)**. The dinner was held on April 29, in Paris, at the Le Procope restaurant, and received extensive media coverage in France. Le Procope, established in 1686, is the oldest café in the world.

This year marks the 10th anniversary of Canada's involvement with the Frères Blanc as part of Canadian

lobster month in Paris. For the occasion, Chef Jean Soulard of the **Château Frontenac-Fairmont Hotel** in Quebec City, featured a delicious all-Canadian lobster menu of his own creation.

Among the invited guests were: Quebec singer Diane Tell; French singer Line Renaud; René Dupéré, composer for the Cirque du Soleil; Jasmine Seite of Starmania; artist Marcella Maltais; Canadian actress Gabrielle Lazure; and French kick-boxing champion Momo Dridi. These stars attracted considerable attention, drawing to the event a number of journalists from newspapers, magazines and other media such as *Figaroscope*,



At the Le Procope restaurant in Paris (from left): Chef Jean Soulard; singers Diane Tell and Line Renaud; Raymond Chrétien, Canadian Ambassador to France; and actress Gabrielle Lazure.

Figaro Madame, First Class, Gala, Ici Paris, ParisMatch, Le point, Point de Vue, TV Magazine, Télé 7 Jours, Valeurs Actuelles, Gourmands Associés, Express, AFP, Radio Canada, France 3, and Europe 1.

continued on page 6 — Canadian

Levelling the playing field

Fighting corruption with fair trade

Corruption, which imposes a heavy burden on fair trading in international business, has become a "commodity" in global trade and distorts the terms of that trade. It is simply a "hidden tax" on trade, as the Carter Center and PricewaterhouseCoopers reported in a joint study. Canadian exporters have long complained about being disadvantaged overseas by unscrupulous rivals from competing countries who use bribery as a marketing tool. The good news is that the playing field is slowly being levelled.

Taking on corruption internationally...

In 1999, an Organisation for Economic Cooperation and Development (OECD) convention prohibiting the bribery of foreign public officials came into force. This convention now binds all 30 OECD countries along with five non-OECD nations (Argentina, Brazil, Chile, Bulgaria and Slovenia) which voluntarily agreed to be equally bound. Canada's ratification of that convention came through a brand new statute—the *Corruption of Foreign Public Officials Act*—which makes such corruption a criminal offence in Canada. That Canadian ratification also took the number of ratifying countries over the stipulated hurdle, and thus brought the convention into effect. Since then, the convention has been ratified and implemented by virtually all the remaining countries.

In 2000, Canada ratified its earlier signature of the Organization of American States (OAS) Inter-American Convention Against Corruption, a powerful treaty which requires 28 countries in the Americas to create, maintain

and strengthen vigorous standards of anti-corruption and public integrity. A follow-up mechanism to evaluate the implementation of the convention has also been established.

The OECD and OAS conventions are significant steps in the international anti-corruption movement. The UN is well advanced in developing a worldwide anti-corruption convention—quite an extraordinary step in its 60-year history. More stringent measures can be expected in future, reflecting the growing international intolerance of the corruption plague.

...and at home

While Canadian exporters should cheer that the international trade playing field is being levelled, they also have important roles to play in that levelling process. Before one can demand others to be compliant with the new conventions, one must be compliant oneself. Canadian exporters will need to be more vigilant of the actions of their employees (especially their agents) in the pursuit

of international business. A criminal conviction under the new Canadian law would be a calamity of unthinkable proportions for any company's future; even a prosecution or allegation would impose a heavy toll on the corporate reputation of the exporter.

A second—but equally important—role for Canadian exporters is to bring complaints of corruption practised by competitors from OECD or OAS countries to Canadian authorities so that diplomatic intervention can be considered. While direct sanctions may not necessarily result, the "noise" generated by such complaints will be a deterrent to bribe-givers as well as bribe-takers.

Also, internal management due diligence measures by exporters—like the training of employees and agents as well as enforcement—are essential. Such measures will not be lost on third parties, the other players in the marketplace. Awareness and acceptance of the changing international anti-corruption regime will be enhanced and that is key to levelling the playing field. 🍁

Contributed by P. K. Pal, Corporate Governance Counsellor to the law firm, Flavell Kubrick LLP, in Ottawa, and a Board Director of the Canadian chapter of Transparency International.

Canadian lobster — continued from page 5

The all-Canadian lobster festival ran from May 12 to June 15, 2003, at nine of the Frères Blanc's Parisian establishments (Charlot, Le Petit Zinc, Le Procope, Brasserie Lorraine, Fermette Marbeuf, L'Appart, L'Alsace, Le Grand Café and Au Pied de Cochon). More than 700 tonnes of fresh Canadian lobster are sent to France each year. Last year, these nine first-class restaurants went through more than 10 tonnes during Canadian lobster month—a sign that such high profile events continue to be a wonderful way to promote Canada's high-quality products.

The partners joining forces with the Frères Blanc were Air Canada, Air Canada Vacations, Agriculture and Agri-Food Canada (AAFC), the Canadian Tourism Commission, the Fairmont Hotel chain and the Canadian Embassy in Paris.

For more information, contact Lucie Tremblay, Trade Commissioner, Canadian Embassy in Paris, tel.: **(011-33) 1-44-43-23-70**, fax: **(011-33) 1-44-43-29-98**, e-mail: lucie.tremblay@dfait-maeci.gc.ca, Web site: www.amb-canada.fr/. 🍁

Saudi HealthCare 2003

JEDDAH, SAUDI ARABIA — September 28-October 2, 2003 — **Saudi HealthCare 2003** is Saudi Arabia's international medical, insurance, dental, pharmaceutical, scientific equipment and labware exhibition and symposium and will be held concurrently with **Saudi Hospital**, the country's premier international event for non-medical hospital infrastructure, supplies and furnishings. The Canadian Embassy in Riyadh, in partnership with the Association of Ontario Medical

Manufacturers and Ontario Exports Inc., is participating in this event.

For more information, contact Rasha Serry, Commercial Officer, Canadian Embassy in Riyadh, e-mail: rasha.serry@dfait-maeci.gc.ca. Financial assistance may be available through DFAIT's Program for Export Market Development (PEMD) for some of the participation cost.

For more information on PEMD, go to www.infoexport.gc.ca/pemd/menu-e.asp. ❁

Invitation to ANUGA 2003

World's biggest agri-food show

COLOGNE, GERMANY — October 11-15, 2003 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian pavilion at **ANUGA 2003**. In 2001, over 188,000 buyers from 147 countries visited ANUGA.

Agriculture and Agri-Food Canada will organize and manage the Canadian presence at ANUGA 2003. Exhibitors will benefit from a package of high-quality services featuring telecommunications facilities, meeting rooms, market information and intelligence and on-site trade promotion support.

For more information, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, Agriculture and Agri-Food Canada, tel.: **(613) 759-7642**, fax: **(613) 759-7506**, e-mail: bonnerb@agr.gc.ca, registration Web site: <http://ats.agr.ca/events/e3419.htm> or www.anuga.com. ❁

Kazakhstan oil and gas

ALMATY, KAZAKHSTAN — October 7-10, 2003 — Inspired by last year's success, the Canadian Embassy in Almaty is planning for a larger Canadian stand at **KIOGE 2003**, the Kazakhstan International Oil and Gas Exposition.

Kazakhstan's oil and gas sector presents significant opportunities for Canadian companies involved in oil extraction, processing, transportation and storage. Due to the specifics of the oil-bearing formations in Kazakhstan (high depth, pressure, sulphur content), Canadian companies with drilling and processing technologies would find

good business opportunities there. Good prospects also exist for Canadian companies producing oil and gas field equipment and machinery, such as drilling and wellhead equipment, Christmas trees, valves, pumps, fishing tools and compressors, as well as for those providing geophysical and engineering services. Space is limited on a first-come, first-served basis. Companies unable to attend can display their promotional material at the Canadian stand.

For more information, contact Michael Reshitnyk, Trade Commissioner, Eastern Europe Division, DFAIT, tel.:

Healthy mission to Italy

BOLOGNA, ITALY — September 11-14, 2003 — For the second year, the Canadian Consulate General in Milan is organizing a mission of Canadian manufacturers of nutraceuticals, herbal remedies, food integrators and vitamins to **SANA**, the 15th international exhibition of natural products, nutrition, health and environment.

Canadian companies participating in the mission will be able to display their promotional material and products at the Canadian stand, and meet Italian and international exhibitors and visitors.

For more information, contact Sandra Marchesi, Business Development Officer, Canadian Consulate General in Milan, tel.: **(011-39-02) 6758-3351**, fax: **(011-39-02) 6758-3900**, e-mail: sandra.marchesi@dfait-maeci.gc.ca, Web site: www.canada.it or www.sana.it. ❁

(613) 996-7701, e-mail: michael.reshitnyk@dfait-maeci.gc.ca or Sophie Bibeau, Trade Commissioner, Canadian Embassy in Kazakhstan, e-mail: sophie.bibeau@dfait-maeci.gc.ca or Arthur Iralin, Commercial Officer, Canadian Embassy in Kazakhstan, e-mail: arthur.iralin@dfait-maeci.gc.ca, tel.: **(011-7-3272) 501-151**, fax: **(011-7-3272) 582-493**, Web sites: www.caspianworld.com, www.iteca.kz or www.ite-exhibitions.com/og/kioge/. ❁

For a market overview, see the unabridged version at www.dfait-maeci.gc.ca/canadexport under "Trade Fairs and Missions."

Trade fairs in India

MUMBAI, INDIA — September 21-22, 2003 — **Globoil India** is an international conference and exhibition on vegetable oils, feed and feed ingredients, oil seeds, and related industries and services. It is the biggest edible oil event in India. **For more information**, contact Ram Gupta, Senior Trade Advisor, Canadian High Commission in New Delhi, tel.: **(011-91-11) 2687-6500**, fax: **(011-91-11) 2687-5387**, e-mail: **ram.gupta@dfait-maeci.gc.ca** or Apurva Mehta, Commercial

Officer, Canadian Consulate in Mumbai, tel.: **(011-91-22) 2287-6027**, fax: **(011-91-22) 2287-5514**, e-mail: **apurva.mehta@dfait-maeci.gc.ca**.

NEW DELHI, INDIA — January 7-9, 2004 — **IFE India**, the international food, drink and hospitality exhibition, has been rescheduled (from September 2003). **For more information**, contact Anita Verma, Project Manager, ITE Group, fax: **(011-0091-11) 2981-9416**, e-mail: **ite@nda.vsnl.net.in**. 🍁

Book fair in Italy — continued from page 1

Canada was the celebrated country at last month's **Turin International Book Fair**, one of the largest events of its kind in Europe. This honour—and the opportunity to further promote Canadian writers and publishers—is a sign of the great success Canada has had over the past 20 years in developing export markets for Canadian books. More than 200 Canadian writers have been translated into Italian in recent years—a remarkable number given the size of Canada's population—and 22 top Canadian writers, including International Prize Winners Yann Martel, Alistair MacLeod, and Gaétan Soucy, were invited to promote their works in a 5-day blitz of media appearances, packed lectures, panel discussions and book launches. The writers were accompanied by a number of Canadian publishers who were there to sell rights for Canadian books into

Italian, as well as scout out market opportunities. Canada's presence at Turin garnered significant media attention in Italy, with major features in many high-circulation dailies and weeklies, as well as swarms of television cameras at the opening of the Canadian stand. The focus on Canada not only promotes our writers and cultivates further rights sales, but also promotes the image of Canada abroad as a rich and diverse country recognized for its excellence. This, in turn, helps develop greater awareness of Canada and facilitates further trading opportunities. The heart of the Canadian presence—a collaborative effort between the Department of Foreign Affairs and International Trade (DFAIT), Canadian Heritage, the Canada Council for the Arts and the Association for the Export of Canadian Books—was a large stand that showcased more than 300 Canadian books. In addition, a

Iraq — continued from page 3

Prior to the Gulf War, Iraq was one of Canada's most important markets in the Middle East, with Canadian-Iraqi trade peaking at over \$375 million in 1989. While Iraq has the potential to once again be an important market for Canadian firms, major challenges will remain in the short- to medium-term, including the absence of an Iraqi government and large debts. As these issues are resolved, there should be no impediments to full participation by Canadian companies in the long-term redevelopment of Iraq.

For more information on Canada's contribution, go to **www.pm.gc.ca** and **www.acdi-cida.gc.ca/iraq**. The UN Office for the Coordination of Humanitarian Affairs is responsible for the international humanitarian effort in Iraq. **For more information** on supplying the UN agencies currently active in Iraqi humanitarian operations, go to IFInet at **www.infoexport.gc.ca/ifinet/un/agencies-e.htm**. **For general enquiries**, contact DFAIT's Middle East Division, e-mail: **gmr@dfait-maeci.gc.ca** or fax: **(613) 944-7975**. 🍁

local book supplier reported business well beyond expectations, with over 2,500 books of Canadian authors sold.

For more information, contact Patrick Riel, DFAIT, tel.: **(613) 995-1874**, e-mail: **patrick.riel@dfait-maeci.gc.ca**. 🍁

Enquiries Service

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

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