



CanadaExport



Russia's Sakhalin Island

Energy mega project means mega opportunities

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Seven major oil and gas development projects are in the development and start-up phases on Sakhalin Island in Russia's Far East. It is estimated that these projects will require over US\$20 billion in investment over the next 20 years—good news for Canadian exporters.

These projects could provide significant opportunities for Canadian suppliers in the oil and gas, building

and infrastructure sectors. In fact, a number of Canadian equipment and service providers and contractors have already benefited from the project's first phase, Sakhalin I, which is being developed by a consortium led by ExxonMobil with an investment estimated at some US\$5 billion. Sakhalin II, being led by Shell, Mitsubishi and Mitsui, is valued at US\$10 billion.

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A jewel in the dragon's crown

Canadian light steel frame houses in China

The Chinese housing market is an attractive market for many companies looking to expand their business outside of North America. Yet many companies attempting to break into this market find themselves confronting a seemingly endless number of obstacles.

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The before and after view of BPA Group's light steel frame houses in Dalian, China.

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September 2, 2003

New Web exporting bulletin
**SEAScape: Your Window
to Southeast Asia**
(see page 7)

Canadian houses in China

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One company that has managed to overcome these obstacles is **BPA Group**, a multi-disciplinary engineering firm based in Vancouver with offices in Washington State, California, and Shanghai. The company recently completed work on a 100-unit townhouse development in Dalian, China, and its experience is valuable for companies interested in exporting to China.

In December 2001, Chinese developer Hai Cheong was interested in using steel frame technology for the Dalian project and approached BPA Group. After some negotiation, BPA was hired for the project, which consisted of managing the design and construction

of the townhomes and coordinating the activities of architects, contractors and manufacturers. In Canada, these separate areas often work together through a series of well-defined channels; however, this is not the case in China, where this type of infrastructure does not yet exist.

Adaptability yields results

In order to tackle the project with any amount of success, BPA had to be willing to embrace the whole process from start to finish. For BPA President John Pao, that was the greatest challenge. "Hai Cheong didn't simply want a supplier," said Pao. "They were looking for someone who could supply, construct, manage and coordinate. They wanted the whole package."

BPA used a material known as light steel frame, or LSF; its basic components are made from thin strips of galvanized sheet steel that are moulded into "C" shapes through a cold forming process. This process is designed to strengthen and stabilize the steel, like folding a sheet of paper.

In recent years, the Chinese government has been working to find alternatives to the traditional brick and block construction that is used in Chinese homes. The demand for Canadian systems—which are considered modern and more energy efficient—has increased as a result.

Nellie Cheng, Senior Trade Consultant for China at Canada Mortgage and Housing Corporation, notes that Canada has developed a very sophisticated style of housing, which accounts in large part for this popularity. "Through our experience delivering technical seminars and working with people in the Chinese and Canadian markets, it's obvious that there is big potential for Canadian housing products there." In fact,

although BPA's design was framed in steel, many of the finishing components used were wood products. Wall sheathing, wood siding, cabinetry, doors and windows, and hardwood flooring were all imported for use in the project. In addition, BPA procured many products from other sectors including carpeting, vinyl decking, waterproof systems and asphalt and cedar shingles. The success of these products in the Chinese market indicates a strong potential for Canadian exports if companies can introduce a frame construction system that is practical and affordable.

The company did face its share of challenges while in China. Not only did it encounter the inevitable cultural challenges, but it also had to deal with a lack of infrastructure and expectations that were very different from those in North America. Also, there were differences between Canadian and Chinese building regulations in the designs. "In Dalian," notes Pao, "we were trying to introduce new technology without any of the infrastructure that exists in Canada while trying to do it within our budget. That was one of the biggest challenges."

BPA's success has been a testament to the company's adaptability. By working with local professionals, the company has developed a strong base of workers skilled in LSF construction, and the use of Canadian wood products has also helped open up the market in these areas. These small steps have paved the way for LSF in China and have made future projects not only possible, but much easier to coordinate.

For more information, contact Nellie Cheng, Senior Trade Consultant, CMHC International, tel.: **(604) 737-4128**, fax: **(604) 737-4127**, e-mail: **ncheng@cmhc-schl.gc.ca** 🌟

(For the unabridged version of this article, go to **www.dfait-maeci.gc.ca/canadexport** under "Sharing Trade Secrets".)

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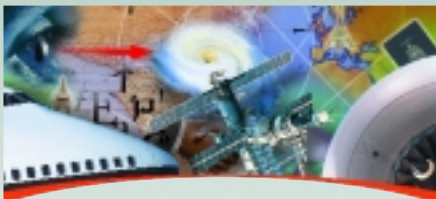
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CanadExport

Come and meet your trade commissioners in Canada this fall

Talk business with trade commissioners from abroad when they visit Canada and explore business opportunities in their markets.

With a team of more than 500 business professionals in 140 cities around the world, the Canadian Trade Commissioner Service has the market expertise you need to succeed in markets abroad. Every year, trade commissioners from around the world return to Canada to follow-up with companies like yours and inform them of emerging business opportunities. In the fall of 2003, a number of trade officers from around the world will be attending major trade events that will take place in Canada. Join them at the following events to discuss international business opportunities!



Aerospace Congress & Exhibition 2003

MONTREAL

September 8-12, 2003

Meet with trade commissioners working in the aerospace industry at this hallmark aerospace technology and procurement event and participate in the *Export Café* on September 10.

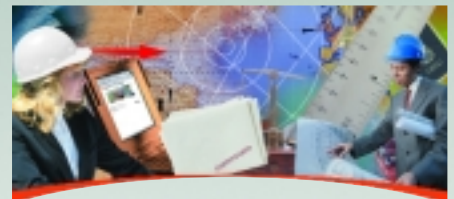


IIDEX-NeoCon Canada (International Interior Design Exhibition)

TORONTO

September 18-19, 2003

Discuss international business possibilities with trade commissioners at the *Export Café* on the afternoon of September 17.



Construct Canada 2003

TORONTO

December 3-5, 2003

Build business with trade commissioners and discover business opportunities in the building products and services industry at the *Export Café* on the afternoon of December 3.

For more information on these events, and how to register for an *Export Café*, visit the Trade Commissioner Service Web site at www.infoexport.gc.ca.

Miami hosts virtual education event

Latin American market piques exporter interest

The **Virtual Educa 2003** conference and trade show, held in June 2003, in Miami, Florida, showcased e-learning opportunities in Spanish- and Portuguese-speaking countries. This international event featured a Canadian pavilion that included nine companies and educational institutions as well as the participation of DFAIT and Industry Canada.

Canadian participants were briefed by Canada's trade officers from Latin America, the Caribbean and the U.S. about opportunities for Canadian e-learning exporters.

"Canada is a leading supplier of e-learning for public and corporate education and training," said Michael Brock, Director General of DFAIT's International Cultural Relations Bureau, in his opening address. "Over 2,500 organizations in over 100 countries have adopted Canadian products and the number is growing rapidly."

Prospects identified at Virtual Educa promise to keep participants busy with sales calls and visits. "Latin America is moving rapidly toward e-learning," said Jorge Botero, International Sales Director at **NetSweeper**, a web filtering company based in Guelph.

Upcoming trade mission

Indeed, trade officers from Canadian embassies in Peru, Chile, Brazil and Argentina are planning a follow-up activity, a direct mission for e-learning

exporters from **September 29 to October 9, 2003.**



Perry Roach, President and CEO of NetSweeper Canada, and Michael Brock, Director General, International Cultural Relations Bureau, DFAIT, discuss new content filtering markets opening in the U.S. and Latin America.

According to Katia Rivadeneyra, Business Development Officer at the Canadian Embassy in Lima, "There are numerous applications for Canadian skills and products, especially in adapting existing technologies to suit Latin American conditions. E-learning, in particular, has been identified as a key niche market

where Canadian companies may have a competitive advantage."

For more information on international education marketing opportunities, contact Christine McKay, Education Marketing Unit, DFAIT, tel.: **(613) 995-5295**, fax: **(613) 995-3238**, e-mail: christine.mckay@dfait-maeci.gc.ca. For information on opportunities in Latin America, contact Margaret Cullen, Business Development Officer, Canadian Consulate in Miami, tel.: **(305) 579-1600**, fax: **(305) 374-6774**, e-mail: margaret.cullen@dfait-maeci.gc.ca.

For information on the e-learning trade mission, contact Marcel Belec, Trade Commissioner, South America Division, DFAIT, tel.: **(613) 944-2419**, fax: **(613) 943-8808**, e-mail: marcel.belec@dfait-maeci.gc.ca. 🌟

(For the unabridged version, which includes a list of participating Canadian companies and institutions, go to www.dfait-maeci.gc.ca/canadexport.)

NeoCon welcomes Canadian design

In June 2003, the Canadian Consulate General in Chicago, Toronto's **IIDEX** (International Interior Design Exposition) and **ARIDO** (Association of Registered Interior Designers of Ontario) co-sponsored a networking reception for Canadian manufacturers and designers at Chicago's **NeoCon** trade fair.

NeoCon is the premier trade show in the U.S. for contract furniture and design. This three-day show includes over 3,000 exhibitors featuring furniture, lighting, textiles, flooring and fabric. Approximately 50 Canadian companies were present at this year's fair.

The Canadian Consulate General in Chicago has become well-acquainted with IIDEX, ARIDO and their members should they need assistance in finding local contacts. In fact, the networking reception was attended by approximately 150 design professionals, doubling last's years attendance. The reception allowed Canadian companies to showcase their capabilities in this sector to U.S. buyers and to prepare for the next IIDEX show in Toronto on **September 18 and 19, 2003.**

For more information on IIDEX, go to www.merchandisemart.com/neoconcanada/toronto.html, or contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: **(312) 327-3624**, fax: **(312) 616-1878**, e-mail: ann.rosen@dfait-maeci.gc.ca. 🌟

Primer for success at Asian Development Bank

Notwithstanding the social and economic upheavals of the last decade, Asia remains the fastest-growing regional economy in the world. “And that’s good reason for Canadian companies to look to the Asian Development Bank (AsDB) to get their foot in the Asian market door,” says Julian Payne, outgoing Canadian Executive Director at the AsDB. Payne offers an insider’s view on Canada’s performance at the AsDB and some straightforward advice for Canadian companies looking for success in this lucrative market.

Canada is one of eight shareholder countries that has a continuing executive director on the AsDB’s small but influential Board of Directors. Having served nine years, Payne is the longest-serving Canadian Executive Director at the Bank. In that role, he represents all of Canada’s various shareholder interests, as well as the similar interests of five smaller shareholder countries. The Canadian Executive Director works closely with the Office for Liaison with the AsDB at the Canadian Embassy in Manila (OLIFI-Manila) to help Canadian firms and individual consultants pursue business opportunities with the Bank.

So how is Canada doing at the AsDB? “We do very well in winning contracts for consultant services,” Payne says candidly. “There is a major market for our consultants in Asia and at the AsDB. Canada tends to be in the top five countries, winning over 5% of the Bank’s consulting contracts.”

Advice for success

“To succeed at the AsDB,” Payne explains, “firms must market themselves to staff in the executing agencies for loan-funded contracts and to Bank staff for grant-funded contracts.” Payne notes the trend of increasing competition both from European firms and from local consultants and suppliers in developing countries. He also notes that technical

assistance projects, traditionally overseen by the Bank, are increasingly being funded by loans, meaning that companies must increasingly market themselves to the relevant executing agencies in the countries receiving the loans.



*Julian Payne,
outgoing Canadian
Executive Director
at the AsDB*

“Marketing is the key to success in this more challenging environment. And marketing,” stresses Payne, “means visiting both the Bank in Manila and the relevant executing agencies. There are companies all over the world qualified to do the job well. The key is getting on the short list, and to do that you have to get yourself known—and remembered—

by the staff who make the short-list selections. Our experience has shown that companies that don’t visit the Bank regularly (once or twice a year) don’t get on the short list.”

Before visiting, Payne stresses the importance of doing your homework. “Understand the basic information about AsDB and know which countries and sectors you want to focus on.”

“A company’s first point of contact,” says Payne, “should be OLIFI-Manila, which has key access to relevant AsDB senior project officers and can, given enough advanced notice (two weeks) of a company visit, set up a program of meetings with appropriate AsDB staff. Ask to see the senior project

officers in the relevant sectors and countries, not the vice-presidents. It’s middle management that has the specific knowledge you need and makes the recommendations that are almost always followed. And as the Canadian Executive Director I am always happy to see you,” says Payne.

Payne praises the Bank for being open to answering questions about proposals and upcoming projects as well as giving feedback on unsuccessful proposals. “Companies that didn’t win should not be shy about approaching the Bank with questions. Ask where you were weak, how you can improve. It shows you’re interested and trying to learn, so it’s a good marketing strategy for next time,” he says.

“The effort to get into the AsDB is worth it,” adds Payne. “Your effort will eventually lead to contracts not funded by AsDB and will pay off over the longer term.”

For more information, contact Arthur Fraser, International Financing Division, DFAIT, tel.: **(613) 996-0705**, e-mail: **arthur.fraser@dfait-maeci.gc.ca**, or Francis Uy, OLIFI-Manila, e-mail: **francis.uy@dfait-maeci.gc.ca**, or Emile Gauvreau, new Canadian Executive Director, AsDB, e-mail: **egauvreau@adb.org**. 🌟

(For the unabridged version of this article, go to **www.dfait-maeci.gc.ca/canadexport** under “International Institutions Financial”.)

Energy mega project

— continued from page 1

There is a mandatory pre-qualification procedure for suppliers and contractors for the two major projects already underway. This procedure involves the formal provision of company information to the consortia, followed by a qualification process and placement of company information in a database. Pre-qualified companies can then bid and negotiate for contracts and sub-contracts. Major criteria for selection are quality, cost, scheduling, Russian content, safety and environmental compliance. The consortia encourage bidders to contact engineering, procurement and construction companies as well as major contractors directly.

Energy seminar and trade mission

To help Canadian suppliers better understand this process, the Department of Foreign Affairs and International

Trade (DFAIT), in cooperation with the Canada Eurasia Energy and Industry Alliance (CEEIA) and Alberta Economic Development, is organizing "How to Pursue Opportunities in Sakhalin," a one-day workshop in Calgary on



Wednesday, **September 17, 2003**. This workshop will feature speakers from PriceWaterhouseCoopers in Russia, companies already active on Sakhalin Island and DFAIT representatives. Details of this workshop are available from CEEIA at www.ceeia.org, by calling **(403) 218-4822**, or the contacts listed below.

As a follow-up to this seminar, the Canadian Embassy in Moscow is organising a **trade mission to**

Sakhalin Island from November 3 to 5, 2003. The mission's goal will be to provide first-hand market intelligence and access to key government and procurement officials for Canadian firms that want to enter the Sakhalin market. Participation will be limited to 25 companies on a first-come, first-served basis and there will be a cost-sharing fee of \$500.

For more information, contact H. Jacob Kunzer, Counsellor (Commercial), Canadian Embassy in Moscow, tel.: **(011-7-095) 105-6066**, e-mail: jacob.kunzer@dfait-maeci.gc.ca, or Michael Reshitnyk, tel.: **(613) 996-7701**, e-mail: michael.reshitnyk@dfait-maeci.gc.ca, or Gilles Couturier, tel.: **(613) 995-3555**, e-mail: gilles.couturier@dfait-maeci.gc.ca, both from DFAIT's Eastern Europe Division.

For a more detailed look at opportunities on Sakhalin Island, go to www.sakhalin1.ru/ru/index.htm and www.sakhalinenergy.com. 🌟

Germany to host organic food and natural products fair

NUREMBERG, GERMANY — February 19-22, 2004 — Be a part of the official Canadian food pavilion at **BioFach 2004**, a trade fair for organic food and natural products.

With close to 2,000 exhibitors from 62 countries in 2003, BioFach has established itself as the largest and most important trade show for the international organic market. With strict admission criteria—certified organic only, according to European Union standards—trade show authorities are able to keep very high standards in product quality.

From the 2003 fair, more than \$100,000 in Canadian on-site sales

resulted from the show and additional sales of \$2.4 million are anticipated from contacts and leads in the next twelve months. In 2003, 24 Canadian companies exhibited with the Canadian pavilion and another 20 attended to gather market intelligence. A larger delegation is anticipated next year.

Canadian pavilion

Agriculture and Agri-Food Canada (AAFC) and the Canadian Consulate in Dusseldorf are organizing and managing the Canadian presence at BioFach 2004. At a reasonable and competitive price, exhibitors will

benefit from a package of services featuring a high-quality booth, invitations to meet with key buyers in the region, a Canadian exhibitors' brochure, a Canadian evening for buyers and exhibitors and on-site organization and trade promotion support.

Registration will be on a first-come, first-served basis. To secure your participation in the Canadian pavilion, complete the registration form by going to <http://ats-sea.agr.ca/biofach>. The application deadline is **September 30, 2003**.

For more information, contact Sylvain Wilson, Senior International Marketing Officer, AAFC, tel.: **(613) 759-7726**, e-mail: swilson@agr.gc.ca. 🌟

Most important Asian seafood show

China Fisheries and Seafood Expo on the menu

SHANGHAI, CHINA — October 29-31, 2003 — The **China Fisheries and Seafood Expo** is the most important annual show for Asian seafood buyers. More than 600 Chinese and foreign companies exhibit at this show, which attracts 13,000 buyers from over 30 countries. More than 80% of the exhibitors return year after year because it is the best place to showcase products and services to the most dynamic and promising market in the world.

China is now Canada's fourth-largest export market for seafood (after the U.S., Japan and the European Union) with close to \$200 million in sales recorded in 2002. While China is best known now as a

re-processing centre for seafood that is then shipped to other countries, the potential for developing markets among China's increasingly affluent middle class is significant. The relocation of this show to Shanghai is evidence that the Chinese are now ready to purchase these products for their own consumption.

For the second year, Agriculture and Agri-Food Canada (AAFC) will sponsor a Canadian pavilion at this show.

For more information, contact AAFC's Lauren Lavigne, tel.: **(604) 666-1067**, e-mail: lavignel@agr.gc.ca or Jane Barnett, tel.: **(905) 823-0122**, e-mail: barnettj@agr.gc.ca. 🌱

Canadian pavilion a go at third-biggest IT show

DUBAI, UNITED ARAB EMIRATES — October 19-23, 2003 — For the seventh consecutive year, Canada will be hosting a national pavilion at the **Gulf Information and Technology Exhibition (GITEX)**.

Some 40,000 international visitors attend GITEX every year from around the world. Canadian participants in the last five years have included **Corel Corporation, Newbridge Networks, Allis, ITNets, Farabi, Bay Networks** and **Nortel**, among many others. This year, as many as 20 Canadian companies are expected to be part of the Canadian pavilion.

Multimedia, video conferencing systems, graphic processors, network equipment, multi-lingual applications, on-line information and services, portable computers, CAD systems, telecommunications, software and equipment will be featured at this event. Other on-site activities include seminars and conferences, and one hall has been reserved as a retail showcase for home computer equipment and is open to the public.

For more information, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, tel.: **(011-971-4) 314-5555**, e-mail: fouad.soueid@dfait-maeci.gc.ca, or Maher Abou-Guendia, Arabian Peninsula and Maghreb Division, DFAIT, tel.: **(613) 944-7040**, e-mail: maher.abou-guendia@dfait-maeci.gc.ca. 🌱

New Web exporting bulletin

SEAscape: Your Window to Southeast Asia

What is the only major region to which Canadian exports grew in 2002? The answer: Southeast Asia, where Canadian exports rose by over 16% last year!

To recognise the potential of this region, Canadian Manufacturers & Exporters (CME)—with support from the Department of Foreign Affairs and International Trade's (DFAIT) Southeast Asia Division—launched *SEAscape: Your Window to Southeast Asia*. This is a monthly Web-based bulletin focussing on stories and information on commercial opportunities for Canadians in this exciting and growing region.

Each issue will feature a "hot sector" which may be relevant to your company, upcoming events and a Canadian success story with advice on how to do business better. As well, Canadian exporters will find this to be an excellent resource on tools and techniques for improving overall export performance. CME and DFAIT look forward to helping Canadian exporters explore this dynamic part of the world. **For more information**, go to www.cme-mec.ca/portals/seascape. 🌱

Export USA Calendar

For information about:

- trade missions to the U.S.
 - seminars on the U.S. market
- Visit the Export USA Calendar at: www.dfait-maeci.gc.ca/can-am/export.

Trade events calendar

AEROSPACE AND DEFENCE

PUSAN, KOREA — October 28-November 2, 2003 — The **Korea Air Show** is one of Asia's biggest aerospace and defence exhibitions. **For more information**, contact Yon-Ho Choi, Commercial Officer, Canadian Embassy in Seoul, tel.: **(011-82-2) 3455-6000**, fax: **(011-82-2) 755-0686**, e-mail: **yon-ho.choi@dfait-maeci.gc.ca**, Web site: **www.koreaairshow.com**.

BUILDING PRODUCTS

SEATTLE, WASHINGTON — October 16-19, 2003 — Exhibit home products and services at the **Seattle Interior Show**. **For more information**, contact Jim Sheehan, Business Development Officer, Canadian Consulate in Seattle, tel.: **(206) 770-4082**, fax: **(206) 443-9735**, e-mail: **jim.sheehan@dfait-maeci.gc.ca**, Web site: **www.interiorshow.com**.

ICT

MILAN, ITALY — October 2-6, 2003 — **SMAU** is the world's second-largest information and communications technology exhibition. **For more information**, contact Paola Molteni, Business Development Officer, Canadian Consulate General in Milan, tel.: **(011-39-02) 67581**, fax: **(011-39-02) 6758-3900**, e-mail: **paola.molteni@dfait-maeci.gc.ca**, Web site: **www.smau.it/smau2003/english/docs/flash.html**.

MUNICH, GERMANY — October 20-24, 2003 — **SYSTEMS 2003** is Germany's second-largest information and communications technology trade fair. **For more information**, contact Brian Young, Vice-Consul, Canadian Consulate in Munich, tel.: **(011-49-89) 21-99-57-0**, fax: **(011-49-89) 21-99-57-57**, e-mail: **brian.young@dfait-maeci.gc.ca**, Web site: **www.systems-world.de/?id=7672&%24lng=de&**.

GUADALAJARA, MEXICO — October 21-23, 2003 — **Mexitronica 2003** is Mexico's national electronics industry trade show. **For more information**, contact Juan-Carlos Muñoz, Commercial Officer, Canadian Consulate in Guadalajara, tel.: **(011-52) 3615-6215**, fax: **(011-52) 3615-8665**, e-mail: **juan-carlos.munoz@dfait-maeci.gc.ca**, Web site: **www.mexitronica.com**.

FLORIANÓPOLIS, BRAZIL — October 27-30, 2003 — **FutureCom 2003** is Brazil's international telecommunications trade show and congress. **For more information**, contact William Jackson, Senior Business Development Officer, Canadian Consulate General in São Paulo, tel.: **(011-55-11) 5509-4321**, fax: **(011-55-11) 5509-4260**, e-mail: **infocentre-spalo@dfait-maeci.gc.ca**, Web site: **www.futurecom.com.br/abert_i.html**.

METALS AND MINERALS

BRISBANE, AUSTRALIA — November 10-14, 2003 — The Mining Council of Australia is holding its 2003 **Sustainable Development Conference**. **For more information**, contact Sarah Powles, Trade Research Officer, Canadian Embassy in Canberra, tel.: **(011-61-2) 6270-4000**, fax: **(011-61-2) 6270-4069**, e-mail: **sarah.powles@dfait-maeci.gc.ca**, Web site: **www.minerals.org.au/sustainable_development**.

SERVICES SECTOR

TUNIS, TUNISIA (October 5-8, 2003), **CAIRO, EGYPT** (October 11-13, 2003) and **AMMAN, JORDAN** (October 14-15, 2003) — **EDU-CANADA 2003** is the second annual education fair in the Middle East. **For more information**, contact Bertrand Desjardins, Counsellor (Commercial), Canadian Embassy in Egypt, e-mail: **bertrand.desjardins@dfait-maeci.gc.ca** or Tracy Reynolds, Trade Commissioner, Canadian Embassy in Jordan, e-mail: **tracy.reynolds@dfait-maeci.gc.ca**.

MULTI-SECTOR

SURREY, BRITISH COLUMBIA — December 4, 2003 — Attend the **Doing Business in the USA** seminar and learn about exporting to the U.S. **For more information**, contact Carol Jackson, International Market Access Inc., tel.: **(604) 273-4474**, e-mail: **imabc@ucantrade.com**, Web site: **www.ucantrade.com/seminar.htm**. 🌟

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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