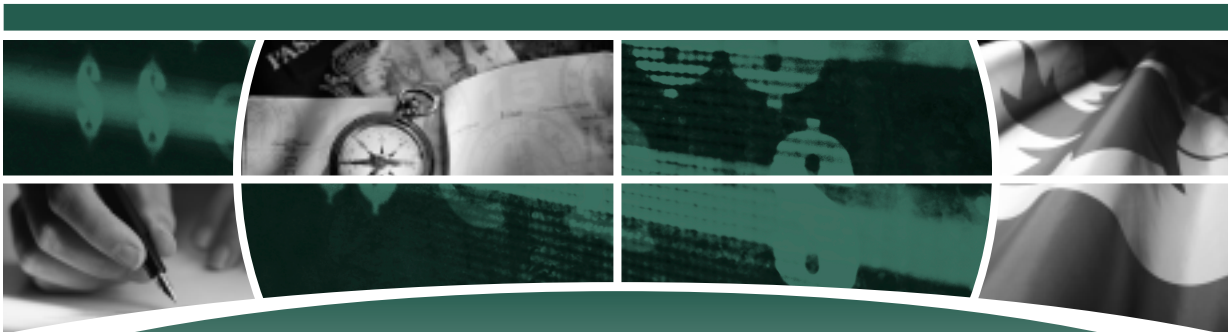




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Creative thinking goes a long way

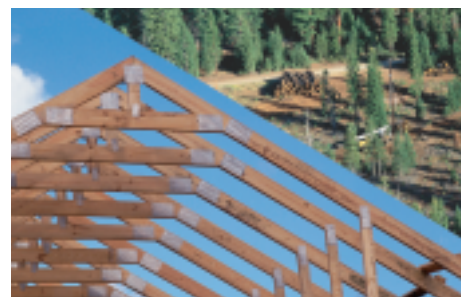
Doing business in the U.S. housing market

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Canada Mortgage and Housing Corporation (CMHC) is constantly fielding questions from housing industry professionals who are anxious about the state of trade relations between Canada and the United States. The key question seems to be: Do Canadian companies in the housing industry have what it takes to compete internationally?

One answer to this can be found in the success of British Columbia-based **Lange Construction** (Lange-Con), whose experiences over the past five years demonstrate the potential that exists for other Canadian companies.



Lange-Con was founded in 1983 as a construction firm concerned with framing and on-site construction. In recent years, the focus changed to incorporate the entire home, with the idea that a house should operate as a

continued on page 5 — U.S. housing market

Vol. 21, No. 21
December 15, 2003



Season's Greetings!
Next issue will be January 15, 2004



Trade mission to Central America and EXPOCOMER

GUATEMALA, EL SALVADOR, COSTA RICA AND PANAMA — March 1-7, 2004 — Is your company looking to export in sectors such as agri-food and beverages, construction and building products, or environmental services and technologies? If so, join **Central America Circuit 2004**—a Canadian business trade mission to four Central American markets—and to **EXPOCOMER** in Panama (www.expocomer.com), Central America's largest regional trade show attracting over 40,000 visitors and 500 exhibitors from 30 countries in Asia, Europe and the Americas.

continued on page 5 — Mission to Central America

Canada shines at U.S. Maritime Security Expo

Canadian excellence in the field of security technologies was well represented at the second annual **U.S. Maritime Security Conference and Expo** held in New York in October 2003. Fast becoming one of the major trade shows in its sector, this event showcased more than 200 exhibitors from all over the world, including five Canadian companies seeking new business opportunities in the U.S.

There was an abundance of Canadian savoir-faire on display at this major international trade show, and Transport Minister David Collenette was there to promote Canadian capabilities in this sector. Minister Collenette met with the



Transport Minister David Collenette (right) learning about the Night Navigator night vision device from Douglas Houghton, President of Current Corporation

representatives of **Canadian Submarine Technologies**, a British Columbia (B.C.) company that designs and builds small submarines for security applications. The company's two prototype submersibles, on display for the first time at the show, were a big hit with visitors and attendees.

Minister Collenette also met with representatives of **Hike Metal Products Ltd., Rosborough Boats Ltd., C-Tech and Current Corporation**. Hike Metal Products Ltd., a shipbuilding company located on the shores of Lake Erie near Windsor, builds a wide range of crafts for law enforcement purposes. This company has been successful at getting contracts with leading Canadian and American clients, including the U.S. National Parks Services and the Canadian Department of Fisheries and Oceans.

A family-run company out of Halifax, Rosborough Boats Ltd. is a world-class designer and builder of custom boats, while Ontario-based C-Tech specializes in underwater sonars. Current Corporation, a B.C.-based company, designs night vision devices, including its current Night Navigator line of products for high-speed ferries, coast guard vessels and other marine vessels. Each

of these Canadian companies attended the Expo to seek out new business opportunities in the U.S. and to showcase Canadian expertise in the field of maritime security technologies.

The Canadian Consulate General in New York was an active participant at this year's exposition and conference. The Consulate General was represented by an information kiosk providing background information on the Canada-U.S. Smart Border Action Plan and new Canadian maritime security measures to attendees.

For more information on the next Maritime Security Expo, contact Mike Rosenberg, President, EJKrause, tel.: **(301) 493-5500**, e-mail: **rosenberg@ejkrause.com**, Web site: **www.maritimesecurityexpo.com**. 🌟

Export USA Calendar

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- trade missions to the U.S.
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Managing Editor: **Yen Le**

Editor: **Michael Mancini**

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.

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Department of Foreign Affairs and International Trade

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ISSN 0823-3330

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The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

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Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

...like *going it alone*. It's one of the most common mistakes exporters make.

Maybe you need help to assess your market potential from someone who has hands-on experience and a network of contacts in another country. Or maybe you'd like some advice on resolving critical business challenges in a particular foreign market.

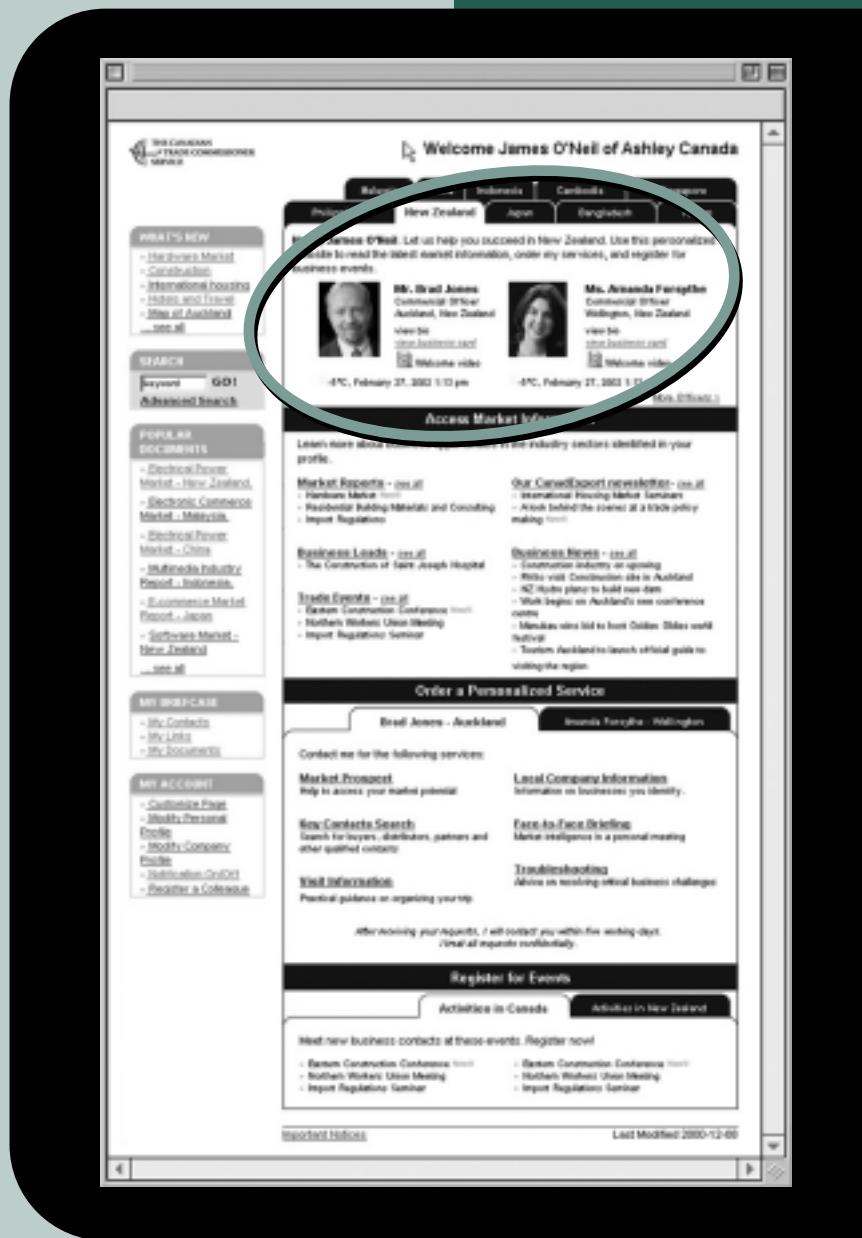
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Canadian Embassy in France investment forum

The Forum for French Investment in Canada was established in January 1998 by the Investment Section of the Canadian Embassy in France. Every year, Canadian and French stakeholders involved in promoting French investment in Canada gather to track French investment flows to Canada, with a focus on small and medium-sized enterprises (SMEs). These stakeholders also exchange information to better coordinate promotional activities and provide services to French SMEs that will assist them in setting up in Canada.

Speakers at this year's Forum were Jacques Simoneau, Vice-President of the Fonds de solidarité FTZ, and René Parent, Europe Director of Investissement Québec in Paris. The theme of the Forum was "The Development of Venture Capital in Quebec."

The Forum was held in late September in Paris at the Banque de développement des PME (BDPME)—a large French institution that issues bank loans and guarantees. The occasion also marked the first anniversary of the signing of the memorandum of understanding (MOU) between the Canadian Embassy in France and the BDPME.

This year, the MOU gave rise to various promotional activities, forums and round tables in various regions of France (Limoges, Nantes, Paris, Lille and Evry) on the establishment of French companies in Canada. These meetings attracted over 250 participants and generated numerous investment prospects for French SMEs.

Investment overview

In 2002, France ranked as Canada's second-largest foreign direct investor for the third year in a row (after the United States), and the top European

investor (ahead of the United Kingdom), with holdings amounting to over 9% of the stock of total foreign direct investment in Canada. Overall, French investment in Canada has grown nearly eightfold in 10 years to \$32.2 billion. The stock of Canadian direct investment in France is also significant, totalling almost \$4.5 billion in 2002, placing France seventh in the ranking of Canadian direct investment in Europe.

Several Canada-France transactions were carried out in 2003, the most significant being the acquisition of Pechiney by **Alcan**, valued at approximately \$6 billion.

For more information, contact the Canadian Embassy in France, tel.: **(011-33-1) 44-43-29-00**, fax: **(011-33) 44-43-29-98**, e-mail: **paris-td@dfait-maeci.gc.ca**, Web site: **www.dfait-maeci.gc.ca/paris**.*

Spanish frozen seafood show quite the catch

Fishing is a traditional occupation in the Spanish city of Vigo, which remains Europe's leading port of entry for fish and seafood. This year, Vigo hosted **Conxemar**, the world's second-largest frozen seafood products show. Some 380 exhibitors took part, with nearly one third coming from 29 countries. Some 16,500 Spanish specialists attended the show, as did approximately 40 experts from countries such as China, South Africa and Indonesia. Of course, Canadian fish and seafood exporters could not miss out on such a large-scale event; six companies participated in the Canadian stand.

In Spain, as in the rest of Europe, consumption of frozen fish and seafood is growing rapidly. In 2002, there was a 13% increase totalling

some \$650 million. The industry's main customers are the hotel and catering sectors.

Canadian successes in Spain

Danny Dumaresque, owner of **Blanc Sablon Seafood**, opened an office in Madrid and set up a distribution network in Spain's stores and food services sector. He is currently looking into the possibility of introducing new Canadian products into the market such as mussels, snow crab and processed lobster.

Clearwater, represented by Aurélie Bennehard and Maria Bueno, is busy setting up a seafood distribution network and is currently negotiating with two large distributors. The company intends to launch a promotional campaign in Spain in 2004 targeting top-quality food services.

Richard Walsh, representing **Gold Seal**, sold over one million pounds of wild salmon at Conxemar. Eighty percent of the wild salmon exported to Europe goes to Spanish and Italian consumers.

Steve Coble of **Breakers Fish Company** sold approximately one quarter of a million pounds of salmon. His participation in Conxemar proved very profitable and new distribution contracts were signed.

Next year's Conxemar should no doubt yield even greater results for Canada's seafood exporters. **For more information**, contact Marc Lionel Gagnon, Commercial Officer, Canadian Embassy in Spain, tel: **(011-34-91) 423-3228**, fax: **(011-34-91) 423-3252**, e-mail: **marc.l.gagnon@dfait-maeci.gc.ca**; Web site: **www.canada-es.org**.*

U.S. housing market — continued from page 1

system, with all the separate parts working together as a whole. Lange-Con designs and manufactures entire houses from its headquarters in Kelowna, B.C.

Lange-Con's sales are almost exclusively to the U.S., with Washington state as its biggest market. The company has hired local sales representatives in the Washington, California and Oregon markets—a move that has been a key factor in its success.

To accommodate differences between the U.S. and Canadian housing markets, Lange-Con has elected to manufacture its panels free of insulation and wiring. This is helpful to the company's U.S. clients when it comes time for building inspection.

Border challenges

The border can be a significant challenge for Canadian companies—particularly those in lumber and wood-related industries. Softwood lumber tariffs of 27% on all raw lumber entering the U.S. have taken their toll on exporters over the past few years. Imposed as a countervailing duty by the U.S. government in 2001, these tariffs force up the price of Canadian goods in relation to their U.S. counterparts.

To deal with this situation, Lange-Con rethought its strategy. While countervailing duties on softwood lumber apply to all raw lumber being exported, value-added goods like manufactured products are exempt from such duties. By manufacturing the wood panels in Canada and shipping the finished product, Lange-Con has managed to avoid these tariffs, thereby lowering the cost of its product for U.S. builders and home buyers and increasing the company's flexibility in its key export market.

Despite the recent economic slowdown in the U.S., the housing market remains relatively strong.

Immigration influxes and low interest rates have combined to strengthen the market for housing starts, while the growing popularity of do-it-yourself projects has fuelled a strong economy in the remodelling and



renovation sector. New housing starts are expected to remain constant and renovations are on the rise.

The demand for housing products such as cabinets, doors and windows has grown, as well as the market for mouldings and engineered wood products. Because Lange-Con sells not only the external panels but also the interior finishings, it has found

a niche in the market for add-ons and renovations.

Opportunities for prefabricated and panellized housing have grown substantially as well—an area in which Lange-Con has capitalized successfully. In 1997, Lange-Con completed a total of 15 houses in the Washington area. Since then, the company has increased its sales nearly sixfold, shipping one or two homes from its factory each day.

Lange-Con's experience suggests that, with the right blend of creativity, thorough planning and sound management, the outlook for Canadian companies is much brighter than it initially appears. There are challenges in the U.S. market, like any, that have to be met, but success is possible for companies that are willing to accept these challenges as they venture into new markets.

For more information, contact Nellie Cheng, CMHC International, tel.: **(604) 737-4128**, e-mail: ncheng@cmhc.ca 🌟

Mission to Central America

— continued from page 1

On the program at **Central America Circuit 2004** is: a customized agenda of matchmaking meetings with local contacts in each country; networking events; seminars featuring Canadian products, services and technologies; expert advice on doing business locally; a visit to Panama's Colón Free Zone, the largest in the Western Hemisphere; and representation in the Canadian pavilion at EXPOCOMER.

With a combined population of 30 million people, Central America represents an import market of \$1.3 billion and growing. Through privileged relationships such as the new free trade agreement with Costa Rica, the "Most Favoured Nation" relationship with Panama, and a free

trade agreement in the works with El Salvador, Guatemala, Honduras and Nicaragua, Canada's trade relationship with Central America is set to take off in the next 5 to 10 years.

This mission is being organized by the Department of Foreign Affairs and International Trade (DFAIT), in partnership with Agriculture and Agri-Food Canada, the Ministry of Regional Economic Development of Quebec, Export Development Canada and Industry Canada. **For more information**, contact Carlos Rojas-Arbulú, Trade Commissioner, DFAIT, tel.: **(613) 996-6129**, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/pa 🌟

Mexican buyers rave over Canadian icewine

A delegation of key Mexican wine buyers and journalists recently returned to Mexico feeling like they discovered the world's newest wine region: Canada.

The week-long visit to Canada in October featured tours to more than a dozen Canadian wineries in the Niagara and Okanagan regions as well as the Fraser Valley. The mission was coordinated by the Department of Foreign Affairs and International Trade in cooperation with Agriculture and Agri-Food Canada, the Ontario Ministry of Agriculture and Food, and the British Columbia Wine Institute.

The objective was to showcase and increase the awareness of the Canadian wine industry to key Mexican buyers. Mexico currently imports wines from all around the world, but not Canada, despite that under NAFTA most Canadian food and beverage products enter Mexico duty-free.

The Mexican delegation included buyers from La Castellana, Vinoteca and Club del Gourmet which supply premium wines to hotels, restaurants

and retail outlets. A renowned Mexican wine journalist was also invited and has since written articles about Canadian icewines in *Reforma*,



The Mexican delegation learning about icewine at the Chateau des Charmes winery in the Niagara region

Mexico's national newspaper, and an article featuring Canadian wines will be published in the exclusive Mexican food and wine magazine, *Catadores*.

As a result of this visit and all the positive press, it looks like Canadian icewines will make their way into the Mexican market very soon. **For more information**, contact Marcello DiFranco, Trade Commissioner, Mexico Division, DFAIT, tel.: **(613) 996-8625**, e-mail: **marcello.difranco@dfait-maeci.gc.ca**. ❁

Take your forestry products and services global

Canada's reputation for quality forestry products and services is unparalleled. And, while demand in North America's forestry sector has been weak in recent years, global demand for forest products and services continues to increase. That means Canadian companies must capitalize on international opportunities in order to remain competitive.

Demand for paper products is expected to grow, particularly in developing nations in Asia and Latin America. New forest management codes for sustainable development are being introduced around the world, offering opportunities for industry

consultants and advisors. Environmental regulations have prompted upgrades to mills and processing facilities, creating opportunities for both project managers and firms selling environmental technologies and equipment. And the desire to remain competitive creates oppor-

Opportunities at Rebuild Iraq 2004

MISHREF, KUWAIT — January 19-23, 2004 — The Canadian Embassy in Kuwait is planning a Canadian pavilion at **Rebuild Iraq 2004**.

This exhibition will connect international suppliers with the decision makers overseeing the rebuilding of Iraq, an undertaking that is estimated to cost in excess of US\$100 billion over the next five years, with at least US\$50 billion worth of projects slated to be subcontracted to U.S. and foreign firms. This event will provide an opportunity for Canadian companies to target the Kuwaiti market as well.

Companies interested in exhibiting or attending this event may be eligible for Program for Export Market Development (PEMD) assistance to reduce the costs of participation (www.dfait-maeci.gc.ca/pemd).

For more information, contact Bechara Nacouzi, tel.: **(514) 685-3530**, fax: **(514) 685-6873**, e-mail: **bnacouzi@videotron.ca**, and copy George Sanderson, Commercial Counsellor, Canadian Embassy in Kuwait, e-mail: **george.sanderson@dfait-maeci.gc.ca**, Web site: **www.rebuild-iraq-expo.com**. ❁

tunities for technologies that increase efficiency or automate processes.

If your company specializes in the forestry industry, don't miss the opportunity to share your expertise with the world. It can be a very profitable experience.

For more information on exporting, call the Team Canada Inc Export Information Service at **1-888-811-1119** or go to **www.exportsource.ca**. ❁

Health Care Virtual Trade Show launched

Lunched on November 5, 2003, the **Health Care Virtual Trade Show (VTS)** is an on-line show for the health care sector. You can view it at www.healthcarevts.ca. The VTS was developed by the Canadian High Commission in Jamaica to establish business connections between Canadian and Caribbean health care companies, and to open an inexpensive channel for new exporters to exhibit their products and services.

The VTS enables export-ready Canadian companies of all sizes and experience to showcase their capabilities to distributors and end users in the Caribbean region. For Caribbean businesses, the VTS offers the prospect of quickly identifying potential Canadian suppliers of goods

and services, while displaying their own capabilities.

Initially, only companies from the Canadian High Commission in Jamaica's territory of responsibility (Cayman Islands, Bahamas, Belize, Jamaica and the Turks and Caicos) will be participating in the VTS. However, it is hoped that it will soon expand to cover the entire Caribbean market. The Health Care VTS is a pilot project, which, if successful, will be used as a model to create VTSs focused on other sectors of interest.

Advantages of the VTS

Participation is free. Moreover, becoming an exhibitor and maintaining the exhibitor's virtual booth requires little time and effort. This is also a trade show that never closes. Since it is open 24 hours a

day, seven days a week, it can be visited as often as is needed. Another exciting feature is that it facilitates business linkages via e-mail, telephone and through each participant's Web site; no additional company resources are required to participate.

To exhibit in the Health Care VTS, go to the Web site mentioned and click on "Registration Kiosk." **For more information**, contact the Commercial Division of the Canadian High Commission in Jamaica, tel.: **(876) 926-1500**, ext. **3351**, fax: **(876) 511-3491**, e-mail: knngtn-td@dfait-maeci.gc.ca. 🌟

Mexico to host telemedicine event

MEXICO CITY, MEXICO — January 28-29, 2004 — In response to increasing interest in telemedicine in Mexico, the Canadian Embassy in Mexico, Industry Canada and the Department of Foreign Affairs and International Trade, in collaboration with the Government of Alberta, are organizing a telemedicine seminar and trade mission.

For more information, contact Ken Yokoyama, International Business Development Division, Industry Canada, tel.: **(613) 990-0871**, fax: **(613) 990-3858**, e-mail: yokoyama.ken@ic.gc.ca. 🌟

Wireless mission to Southeast Asia

MALAYSIA, SINGAPORE, THE PHILIPPINES AND INDONESIA — February 9-20, 2004 — There are few areas that can match the dynamism and diversity of the ICT sector in Southeast Asia. With many Southeast Asian nations working to bridge the digital divide, the door is open to Canadian suppliers of ICT solutions.

The Industry Canada and DFAIT-led program will include pre-mission

consultations, briefings by a representative of Canada's missions at each stop, a networking dinner and reception, presentation sessions and visits to local telecommunications firms.

For more information, contact Michael Cleary, Industry Canada, tel.: **(613) 991-4903**, e-mail: cleary.michael@ic.gc.ca. 🌟

Telecom opportunities at Supercomm India

NEW DELHI, INDIA — February 4-6, 2004 — The Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada are organizing a Canadian booth at **Supercomm 2004**, India's largest telecommunications event. Last year's Supercomm India attracted 134 exhibitors from 13 countries and more than 12,300 business visitors from 33 countries.

Why should you consider the Indian market? Demand for all types of services is growing exponentially with major investments in fixed and mobile services, broadband and wireless networks. The number of installed lines in India has doubled in recent years. By 2005, the projected number of telephone subscribers will reach 75 million, including mobile telephones.

The Canadian pavilion will serve to highlight Canada's world-class expertise in the telecom industry and a Canadian networking reception will plug you into the local market. **For more information**, contact Janet Chater, India Trade Officer, DFAIT, tel.: **(613) 944-1632**, e-mail: janet.chater@dfait-maeci.gc.ca, Web site: www.supercommindia2004.com. 🌟

Trade fair calendar

AEROSPACE & DEFENCE

LAS VEGAS, NEVADA — March 15-17, 2004 — **Heli Expo** is the world's largest display of helicopter products. **For more information**, contact Jeff Rochon, Senior Industrial Development Officer, Industry Canada, tel.: **(613) 954-3400**, fax: **(613) 952-8088**, e-mail: rochon.jeff@ic.gc.ca, Web site: www.heliexpo.com.

AGRICULTURE, FOOD & BEVERAGE

SEOUL, SOUTH KOREA — March 3-5, 2004 — The second annual **Food & Hotel Korea** is the exhibition of the food, drink, hotel, restaurant, food service, bakery and supermarket industries. **For more information**, contact Derek Complin, UNILINK, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: dc@unilinkfairs.com, Web site: www.unilinkfairs.com.

TOKYO, JAPAN — March 9-12, 2004 — **Foodex Japan** is the world's third-largest food and beverage exhibition. **For more information**, contact Suzanne Lalonde, Counsellor (Commercial) and Trade Commissioner, Canadian Embassy in Japan, tel.: **(011-81-3) 5412-6263**, e-mail: tokyo-fn@dfait-maeci.gc.ca, Web site: www2.jma.or.jp/foodex.

AUTOMOTIVE

DETROIT, MICHIGAN — March 8-11, 2004 — **SAE (Society of Automotive Engineers) World Congress and Expo** is one of the largest automotive equipment, parts and components shows in the world and will include a Canadian pavilion. **For more information**, contact Anne Cascadden, International Trade Officer, Canadian Consulate General in Detroit, tel.: **(313) 446-7017**, e-mail: anne.cascadden@dfait-maeci.gc.ca, Web site: www.sae.org/congress.

BIO-INDUSTRIES

TOKYO, JAPAN — March 17-19, 2004 — **Nano Tech**, the international nanotechnology exhibition and conference, will be held concurrently with **Regenerative + Nano Medicine**. **For more information**, contact Avrom Salsberg, tel.: **(011-81-3) 5412-6350**, e-mail: tokyo.its@dfait-maeci.gc.ca, Web site: www.ics-inc.co.jp/nanotech/index_e.html.

CONSUMER PRODUCTS

STOCKHOLM, SWEDEN — February 4-8, 2004 — The **Stockholm Furniture and Lighting Fair** is the most important design exhibition in Northern Europe. **For more information**, contact Maria Stenberg, Business Development Officer, Canadian Embassy in Sweden, tel.: **(011-46-8) 453-3000**, fax: **(011-46-8) 453-3016**, e-mail: maria.stenberg@dfait-maeci.gc.ca, Web site: www.stockholmfurniturefair.com.

ICT

JEDDAH, SAUDI ARABIA — March 14-18, 2004 — **COMDEX Saudi Arabia** is a business-to-business computer, Internet and networking exhibition with an emphasis on e-commerce. There will be a Canadian pavilion. **For more information**, contact Imad Arafat, Commercial Officer, Canadian Embassy in Saudi Arabia, e-mail: imad.arafat@dfait-maeci.gc.ca, Web site: www.comdex-mideast.com.

MINING

TORONTO — March 4-7, 2004 — The **World Mines Ministries Forum** will be the third meeting of mines ministry officials from around the world. **For more information**, contact Leo Owsicki, Ontario Ministry of Northern Development and Mines, tel.: **(705) 670-5876**, e-mail: leo.owsicki@ndm.gov.on.ca.

TORONTO — March 7-10, 2004 — **Prospectors & Developers Association of Canada International Convention, Trade Show & Investors Exchange** is the largest show in the world for the mineral exploration and development industry. **For more information**, go to www.pdac.ca or e-mail info@pdac.ca.

OIL & GAS

ABUJA, NIGERIA — March 1-4, 2004 — **Africa Energy Week** will bring together power and energy ministers, executives and decision makers from both public and private energy companies for discussions on the continent's energy future. **For more information**, contact Brennen Young, Trade Commissioner, Sub-Saharan Africa Trade Division, DFAIT, tel.: **(613) 944-6575**, fax: **(613) 944-7437**, e-mail: brennen.young@dfait-maeci.gc.ca, Web site: www.africanenergy2004.com. 🌟

Enquiries Service

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

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