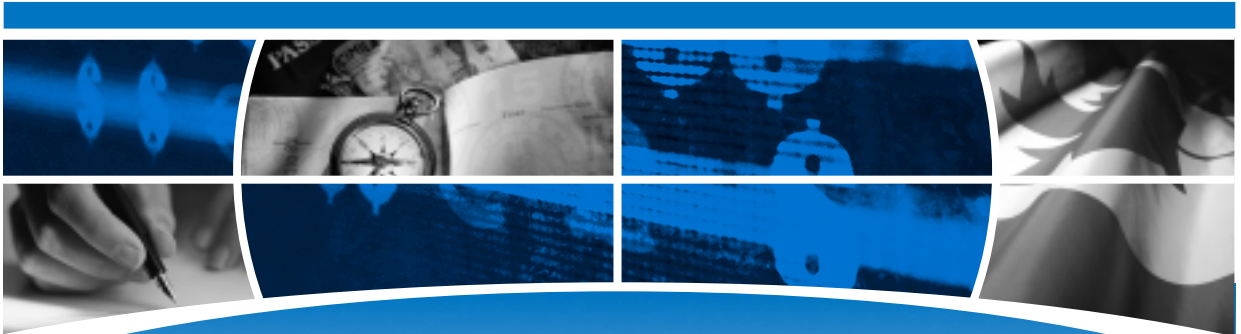




CanadExport



CCC in the Americas

Helping Canadian exporters grow

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On a recent visit to CCC (Canadian Commercial Corporation) International Trade Minister Pierre Pettigrew emphasized the uniqueness of CCC and the commitment of its staff in their work with Canadian exporters.

"CCC brings Canada's credibility to export projects by guaranteeing contract performance for foreign buyers, particularly those in the public sector," said Minister Pettigrew.

In support of Canada's efforts to develop the proposed Free Trade Area of the Americas, CCC is currently pursuing opportunities with Canadian exporters in a number of countries in the Caribbean and Latin American region, including Ecuador, Peru, the Dominican Republic, Trinidad and Tobago and Panama.

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



From left: Tom DeWolf, Director of Market Opportunities and Development; Paul Thoppil, Chief Financial Officer; Robert Ryan, Director of Operations; Minister Pettigrew; Sharon Fleming, Vice-President, Human Resources and Administration; Doug Patriquin, President; Patrick Doyon, Director of Communications; Hugh O'Donnell, Executive Vice-President; and Paul McKenna, Manager, Special Assignment

The European Investment Bank

Canadian companies looking to expand their international presence in either European or emerging economies outside Europe can tap into a financing

and procurement source they may not have previously considered: the European Investment Bank (EIB). An *continued on page 6 — The European*

Open for business

India's environmental sector expands

There is increasing awareness in India regarding environmental issues, both in government and in the general population. "Alternative fuels" and "environmentally friendly technologies" are now common words in India and legislation has been enacted to reduce air, water, and land pollution. Now that these laws are being enforced, opportunities for Canadian companies abound.

Opportunities

The Indian environmental goods and services market is estimated at US\$3.1 billion, and presents tremendous opportunities for Canadian companies involved in renewable energy, energy efficiency, wastewater treatment, solid waste management, hazardous waste management, and urban infrastructure—all areas in which Canada has global expertise.

The following is an opportunities list of products and services for Canadian firms wishing to export to this market: small hydro/hydro refurbishment; co-generation technology; flue gas desulphurisation of thermal power stations; use of fly ash from thermal power stations; water and wastewater treatment; sea water desalination; durable membrane-based reverse osmosis; recovery and re-use of mercury from mercury cells for various industries; clariflocculators and fibre recovery in pulp mills; waste and biomedical waste

management involving hazardous waste incineration and mechanical sludge; and de-watering special instrumentation for continuous operation using, for example, beta-absorption and UV fluorescence. Most major projects require an environmental review and approval from the central and state governments.

Once a viable market has been identified, the Department of Foreign Affairs and International Trade (DFAIT) can help companies make key contacts and connect companies to Canadian institutions that can assist with financing, insurance, guarantees and the backing of the Government of Canada.

For more information, contact James Gilmour, Trade Commissioner, South Asia Division, DFAIT, tel.: **(613) 944-1342**, e-mail: james.gilmour@dfait-maeci.gc.ca or Viney Gupta, Commercial Advisor, Canadian High Commission in New Delhi, e-mail: viney.gupta@dfait-maeci.gc.ca or Amitabh Arora, Commercial Advisor, Canadian Consulate in Mumbai, e-mail: amitabh.arora@dfait-maeci.gc.ca or Gurbans Solti, Trade Advisor, Office of the Canadian High Commission in Chandigarh, e-mail: soltichc@glide.net.in Web site www.dfait-maeci.gc.ca/

Editor-in-Chief: vacant
 Managing Editor: **Louis Kovacs**
 Editor: **Michael Mancini**
 Layout: **Yen Le**
 Circulation: **60,000**
 Telephone: **(613) 992-7114**
 Fax: **(613) 992-5791**
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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:
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 Department of Foreign Affairs and International Trade
 125 Sussex Drive, Ottawa, ON K1A 0G2

ISSN 0823-3330

Alimentaria México 2003

MEXICO CITY, MEXICO — June 3-6, 2003 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian exhibit at **Alimentaria México 2003**. This show is set to become the standard for the food and beverage industry in Latin America.

The growing market for Canadian food products and relative dependence on imported foodstuffs make Mexico an attractive market for Canadian agri-food exporters. In 2001, Canadian agri-food exports amounted to approximately \$1 billion—a small share of this import-dependent market. On January 1,

2003, tariffs were finally removed on most products entering Mexico, making this market even more attractive.

The Department of Foreign Affairs and International Trade (DFAIT) in cooperation with Agriculture and Agri-Food Canada is organizing the Canadian presence at this event. Exhibitors will benefit from receiving market information and intelligence, attending networking events with key buyers in the region, access to the program guide and on-site organisation and trade promotion support.

For more information, contact Marcello DiFranco, Trade Commissioner, *continued on page 4 — Alimentaria*

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*is your personalized gateway to the
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your member companies about? If you have answered "YES" to these questions you should register as a **partner-client** of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner.

Use your Virtual Trade Commissioner to help your members, regardless of their market or sector of interest.

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register at: www.infoexport.gc.ca



U.S. ICT officers come to help

On February 3 and 4, 2003, in Winnipeg and Saskatoon respectively, eleven information and communication technology (ICT) officers from various consulates across the United States (U.S.) came to help local companies looking to export to the U.S. The events were hosted by the International Trade Centres (ITC) in Winnipeg and Saskatoon, the Department of Foreign Affairs and International Trade, the Saskatchewan Advanced Technology Association, and the Saskatchewan Trade and Export Partnership.

IT opportunities

The Northwest U.S. is positioning itself to be a leader in wireless technologies forging new ground in wireless networks, fixed wireless technologies and carrier-class operations and software. The region also boasts some 150 companies in the aerospace sector—Boeing is a major employer—involved in maintenance, repair and overhaul, structural metal and composite fabrication, machine shops, engineering and avionics.

In the Western U.S.—with the Silicon Valley and greater San Francisco Bay area at its core—opportunities centre around computers and communications (i.e. networking), semiconductors, software, and bioscience. In the Southwest U.S., information technology experts see wireless and software-imbedded chips and systems as offering the best growth prospects while in the Southeast U.S., the flourishing high-tech industry offers opportunities for strategic alliances in specialized niches such as biotechnology and site remediation. The area also supports a strong manufacturing industry producing electronics, lasers, automotive parts, aviation and avionics,

boats, medical equipments and computers.

In the Northeast U.S., IT is a major sector with a focus on telecommunications and fibre optics, electric and electronic machinery and computer-related equipment. In the Midwest, opportunities exist in the wireless technology sector for Canadian firms that



Brian Vescovi, Business Development Officer, Canadian Consulate General in Seattle (second from left), meeting with business people at the Saskatoon event

can supply the necessary hardware and software to sustain the paging infrastructure and for firms operating in paging-related niche markets and corresponding new technology markets.

Winnipeg

Some 75 people and over 30 ICT companies from Manitoba attended the Winnipeg event.

The morning activities included presentations on being export-ready. Later, panel discussions and presentations gave attendees a handle on how other Canadian ICT companies are doing in the U.S., and a networking lunch allowed them to connect with trade commissioners and other local firms.

Not only did the event provide local firms with pertinent information on exporting to specific parts of the U.S., but it also gave participants the opportunity to meet one-on-one with trade commissioners in the ICT sector and exchange information—an opportunity

normally reserved for those who travel to the posts. According to results from surveys handed out to participants, 71% of respondents said that they will pursue exporting to the U.S.

Saskatoon

Over 30 companies from Saskatchewan turned up to hear the U.S. officers speak about the opportunities available to them in their respective regions. As was the case in Winnipeg, companies had the chance to participate in one-on-one meetings with trade commissioners to discuss their company and the opportunities available to them.

This was one of the first times that such a large number of U.S. officers were able to gather for an outreach of this sort. According to one participating Saskatchewan company, “The event was informative, well done, and a number of relationships—with future value to our business—were established that day.”

The posts represented at these events included: Atlanta/Miami, Boston, Buffalo, Chicago, Dallas, Detroit, Los Angeles, New York City, San Jose/San Francisco, Seattle, and Washington, D.C.

For more information on the ICT showcase, contact Mona Taylor (ITC in Saskatchewan), tel.: **(306) 780-6124** or Nathalie Leroux (ITC in Manitoba), tel.: **(204) 983-7140**, Web site: www.itc.gc.ca 🌟

Alimentaria México 2003

— continued from page 2

Mexico Division, DFAIT, tel.: **(613) 996-8625**, fax: **(613) 996-6142**, e-mail: marcello.difranco@dfait-maeci.gc.ca To join the Canadian pavilion, contact David Gerhardt, E.J. Krause & Associates Inc., tel.: **(301) 493-5500**, fax: **(301) 493-5705**, e-mail: gerhardt@ejkrause.com Web site www.alimentaria-mexico.com 🌟

Opportunities for Canada

China's dynamic Pearl River Delta

China's Pearl River Delta (PRD), an area roughly the size of Nova Scotia, encompasses a network of booming cities along the Pearl River estuary, including Guangdong's provincial capital, Guangzhou, and the Shenzhen and Zhuhai Special Economic Zones that border Hong Kong and Macau respectively.

Market overview

Since China's introduction of market reform policies in 1978, the PRD has transformed its primarily agricultural economy into one of the world's leading export-processing platforms. The PRD's 40 million people—3% of the national population—contributed 9% of the national gross domestic product (GDP), or \$152 billion, in 2001. Residents of this region are among China's most affluent consumers, with a per capita GDP of \$5,610 in 2001, four times the national average. The PRD produces 34% of China's exports (\$136 billion in 2001) and absorbs 25% of China's

foreign direct investment (FDI) (\$17.6 billion in 2001).

Hong Kong has been the source of \$135 billion in FDI in the PRD since 1978—80% of the total—and has had a profound impact on the PRD's development. The economies are becoming more closely integrated, with improvements being made to transport links and border facilities.

The PRD, linked with Hong Kong, is a significant and growing market of opportunity for Canadian businesses, both large and small. Key business potential exists in the information technology, environment, urban transportation,

infrastructure and construction sectors. Increasingly, Canadian firms that are active in Hong Kong are pursuing new business leads in the PRD to build on their regional presence.

Nansha Economic and Technological Development Zone

A significant infrastructure project currently under development is the Nansha Economic and Technological Development Zone (ETDZ), which is designed to boost the economic strength of the PRD. The main components of the ETDZ are an IT park, a heavy industrial zone, a deep-water port and residential areas.

Nansha, which covers an area roughly equivalent to the City of Toronto, is at the geographical centre of the PRD, where one-tenth of the world's consumer products are manufactured. The plan is to not just develop another satellite city or high-tech park for Guangzhou—

continued on page 8 — Pearl

China & Hong Kong Trade Action Plan (TAP)

The **2002 China & Hong Kong TAP** is your tool for entering the China and Hong Kong markets. Over 25,000 clients have already downloaded this comprehensive business resource. We will soon be updating this document and we want to know what you think. Your participation will help us to improve this product and focus on serving our clients better. To receive a copy of the survey, e-mail: pcm@dfait-maeci.gc.ca or go to the China and Hong Kong TAP Web site: www.chinahktradeactionplan.ca 🌟

Canada's Braintech Inc. shines in Japan

North Vancouver's **Braintech Inc.** has announced that Marubeni Corporation of Japan has ordered multiple application runtime licences for Braintech's 3D-Vision Guided Robotics ("3D-VGR") platform software ("eVF™") for Marubeni's automotive customers. Marubeni is ranked 25th in the Fortune Global 500.

Braintech's VGR technologies are revolutionizing manufacturing by giving industrial robots the "eyes" to handle and assemble parts with consistent quality and productivity. The addition of this visioning capability to industrial robots means that expensive fixturing devices can be eliminated and costly factory downtime (due to improper part positioning) significantly reduced.

Braintech's scientific capabilities and engineering expertise are also available via the Internet to provide secure remote support and diagnostics.

Braintech Chief Executive Officer Owen Jones says, "This is an excellent way to penetrate the market, and we are presently collaborating on several different 3D-VGR total solutions for Japanese automakers and auto parts manufacturers. We are very fortunate to be partnered with Marubeni; their commitment to being the Asian market leader in 3D-VGR is accelerating Braintech's technology dominance by

continued on page 8 — Braintech

The European Investment Bank

— continued from page 1

international financial institution owned by the European Union (EU) member countries, the EIB is a potential source of either long-term loans for capital investment projects or procurement opportunities for existing or upcoming EIB-supported projects.

Established in 1958, the EIB operates like a development bank, raising its resources on the financial and capital markets and making long-term loans for capital investment projects. Companies that are nationals of any country, including Canada, are eligible for most EIB loan financing, as long as their projects adhere to EU economic and social development policies and are implemented in the countries in the EIB's mandate.

The sponsor (or "promoter") of an EIB-supported project is usually a private- or public-sector company. The EIB is thus a potential investment partner for Canadian corporations looking for a source of financing for capital projects in either Europe or developing countries outside Europe with which the EIB has partnership agreements.

Investment partner in many countries

Unique in its experience in both advanced and emerging economies, the EIB supports projects that: further EU economic policy objectives within EU member states; assist the preparation of candidate countries for EU membership; or contribute to the EU's external partnership and development assistance policies in some 150 countries in Africa, the Caribbean and Pacific Regions, South Africa, Asia and Latin America.

The EIB offers various financing facilities to support projects including

direct loans for larger projects (more than 25 million euros or \$40 million), venture capital, and "global loans" for smaller projects or SMEs whereby the EIB provides the funds to a domestic partner bank which makes them available to the investor in the form of a line of credit. The EIB typically finances up to 50% of a project.



Source of procurement opportunities

EIB-supported projects—both inside and outside the EU—also offer opportunities for procurement of goods and services put out to international tender by the project's promoter. Firms from any country, including Canada, are eligible to bid on works, goods, and services contracts. (Some restrictions apply; visit the EIB Web site below for more information.)

Among the Canadian companies that have supplied goods to EIB-supported projects is Bombardier Inc., which, through its French subsidiary, provided 19 large-capacity rail motor cars for upgrading the railway system in Brittany.

Making contact

Companies wishing to apply for a loan for a capital project can make initial contact with the EIB by phone, fax, e-mail or letter. Information on EIB-supported projects can also be found on the EIB's Web site. For a list of projects at the conceptual stage, go to www.eib.org/projects/pipeline. For project announcements, go to www.eib.org/news/press.

For more information, contact Bram Schim van der Loeff, Information and Communications Department, EIB, tel.: **(011-352) 4379-3134**, fax: **(011-352) 4379-3189**, e-mail: info@eib.org. Web site: www.eib.org or Paul Desbiens, Counsellor (Commercial, Economic), Canadian Embassy in Belgium, tel.: **(011-32-2) 741-0620** or **(011-32-2) 741-0624**, fax: **(011-32-2) 741-0606**, e-mail: paul.desbiens@dfait-maeci.gc.ca or Marc Parisien, Export Financing Division, DFAIT, tel.: **(613) 996-6188**, fax: **(613) 943-1100**, e-mail: marc.parisien@dfait-maeci.gc.ca ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "International Financial Institutions".)

Appointment at EBRD to help Canadian business

Sandy Ferguson is the new Assistant to the Executive Director (Canada and Morocco) at the European Bank for Reconstruction and Development (EBRD) and will be supporting Canadian marketing efforts on EBRD-related activities. She has worked with MacDonald Dettwiler Associates, Canadian Manufacturers and Exporters and Western Economic Diversification Canada.

For more information on investment and procurement opportunities with the EBRD, contact Sandy Ferguson, Assistant to the Executive Director (Canada and Morocco), EBRD, tel.: **(011-44-207) 338-6509**, e-mail: FergusoS@ebrd.com ✪

Canada-Dominican Republic seminar a success

In February 2003, the Canadian Embassy in Santo Domingo hosted a seminar to promote Canada as a world-class trading partner. The event served to boost Canada's trade activities in the Dominican Republic and give the trade partners (Export Development Canada, Canadian Commercial Corporation, the Trade Facilitation Office of Canada and the Canadian International Development Agency) greater exposure.

Engaging FTA negotiations

Dominican Republic President Hipólito Mejía was the opening speaker and emphasized the country's keen interest in engaging in free trade talks with Canada. President Mejía also addressed the liberal foreign investment laws that helped attract US\$1.4 billion in Canadian investment over the past 10 years, making Canada the third largest investor there. Representatives from Costa Rica's

Embassy in the Dominican Republic were invited to speak about the positive impact the Canada-Costa Rica Free Trade Agreement has had on bilateral trade.



From left: Cristina Amiama, Commercial Officer, Canadian Embassy in the Dominican Republic; Fernando Rainieri, President of the Dominican-Canadian Chamber of Commerce; Canadian Ambassador to the Dominican Republic Adam Blackwell; and Renée Plouffe, Trade Commissioner (Caribbean), DFAIT

Future business development

The Dominican Republic, Canada's fourth largest export market in the

region, continues to be the growth leader in the Caribbean with the largest regional economy after Puerto Rico. With a population of 8.5 million, a gross national product of US\$22 billion, imports of US\$8.9 billion and exports of US\$5.2 billion, the economy offers Canadian firms—who currently account for 1% of the market—lots of opportunity to grow. Over 140 delegates from a variety of sectors attended the seminar, representing over US\$1 billion in potential Canadian business. The priority commercial sectors for the Canadian Embassy's trade section are: agriculture, food and beverages; electrical power; building products and construction; and the environment.

For more information, contact Cristina Amiama, Commercial Officer, Canadian Embassy in Santo Domingo, tel.: **(011-809) 685-1136** ext. **3351**, fax: **(011-809) 682-2691**, e-mail: cristina.amiamo@dfait-maeci.gc.ca Web site: www.santodomingo.gc.ca 🌟

Tokyo powers up

World Gas Conference

TOKYO, JAPAN — June 1-5, 2003 — The **22nd World Gas Conference**, organized under the auspices of the International Gas Union, is held every three years and includes a variety of themes such as energy and the environment, energy policy, new technology development for production, storage, transportation and supply, and consumption of gas energy. This year, several thousand participants from international organizations, government, industry, academia and research institutes are expected to attend.

The Government of Canada, through the Canadian Embassy in Tokyo and the Trade Commissioner Service, will be establishing a program of activities in connection with the conference, including representation at the exhibition, networking opportunities and the provision of market intelligence. Canadian companies, associations, government agencies and others are invited to participate.

For more information, contact Jean-Pierre Petit, Trade Commissioner, DFAIT, tel.: **(613) 996-2467**, fax: **(613) 944-2397**, e-mail: jeanpierre.petit@dfait-maeci.gc.ca or Masanobu Tsukada, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-03) 5412-6426**, fax: **(011-03) 5412-6345**, e-mail: masanobu.tsukada@dfait-maeci.gc.ca Web site: www.wgc2003.com 🌟

OWIT 's 2003 conference

CALGARY — September 10-12, 2003 — The Alberta Chapter of the Organization of Women in International Trade (OWIT) will host OWIT's **2003 International Conference**, which will bring together delegates from more than 25 OWIT chapters worldwide.

OWIT, a non-profit international organization, provides support, inspiration, information and networking opportunities to women who are active members of the international trade community. Its members represent women and men in a broad range of occupations.

The conference program includes a range of speakers, seminars and networking events allowing exporters to connect with OWIT members from around the world.

continued on page 8 — OWIT

Upcoming trade shows

AGRICULTURE, FOOD, BEVERAGE

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

AUKLAND, NEW ZEALAND — August 24-26, 2003 — The **New Zealand**

Braintech Inc.

— *continued from page 5*

providing the means to make our product— eVF—the standard platform for developing 3D-VGR applications.”

Akio Hirasawa, a manager at Marubeni confirms, “We have seen a significant change in demand from mass-production-oriented manufacturing to faster, more flexible systems ideally suited for VGR technology. With Japan having more than 60% of the world’s industrial robots, the market opportunities are enormous.”

For more information, contact Vince Taylor, Vice President, Corporate Communications, Braintech, Inc., tel.: **(604) 988-6640 ext. 204**. 🌟

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

National Hospitality Show is the largest food service and hospitality industry event in New Zealand. **For more information**, contact Pierre-André Cusson, Trade Commissioner, Canadian Government Trade Office in Auckland, tel.: **(011-64-9) 309-3690**, e-mail: **pierre-andre.cusson@dfait-maeci.gc.ca** Web site: **www.nationalhospitality.co.nz**

BUILDING PRODUCTS

BARCELONA, SPAIN — May 26-31, 2003 — Since 1979, **CONSTRUMAT** has been an important international construction exhibition. **For more information**, contact Isidro Garcia, Senior Commercial Officer, Canadian Embassy in Madrid, tel.: **(011-34-91) 423-3250**, fax: **(011-34-91) 423-3252**, e-mail: **isidro.garcia@**

dfait-maeci.gc.ca Web site: **www.canada-es.org** or **www.construmat.com**

ICT

SINGAPORE — June 17-20, 2003 — **CommunicAsia2003**, the Asian information and communications technology exhibition and conference, will be held in conjunction with **BroadcastAsia2003**, the Asian broadcast and multimedia technology conference and exhibition. **For more information**, contact Esther Ho, Business Development Officer, Canadian High Commission in Singapore, tel.: **(011-65) 325-3200**, fax: **(011-65) 325-3294**, e-mail: **spore.td@dfait-maeci.gc.ca** or Ken MacInnes, Trade Commissioner, Southeast Asia Division, DFAIT, tel.: **(613) 996-5824**, e-mail: **ken.macinnnes@dfait-maeci.gc.ca** Web site: **www.communicasia.com** 🌟

Pearl River Delta — *continued from page 5*

China’s third-largest urban centre with over 10 million residents—but to develop Nansha into a modern coastal city.

For more information, contact Sarah Wu, Canadian Consulate General in Guangzhou, e-mail: **sarah.wu@dfait-maeci.gc.ca** or Amy Yung, Canadian Consulate General in Hong Kong, e-mail: **amy.yung@dfait-maeci.gc.ca** or go to **www.nansha.gov.cn** for more information on the Nansha ETDZ development. 🌟

(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on “Roadmap to China and Hong Kong”.)

OWIT ‘s conference — *continued from page 7*

For more information, go to the OWIT Web site at **www.owit.org** or contact Leann Hackman-Carty, Alberta OWIT President, e-mail: **leann@concreteglobal.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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