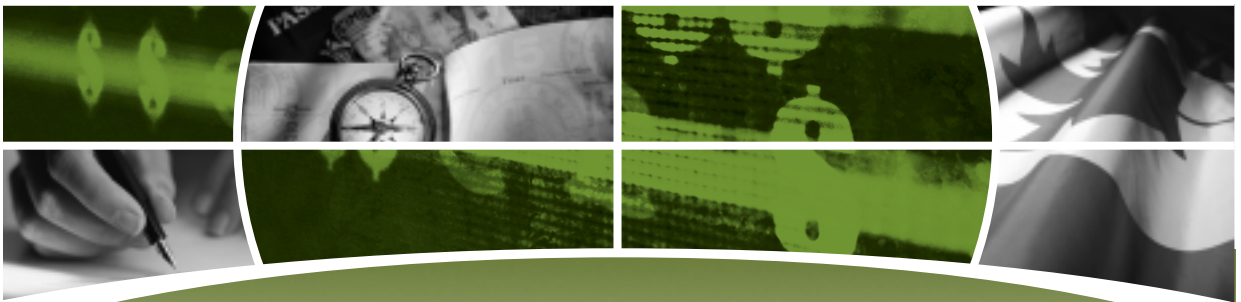




CanadaExport



Over US\$800 million in deals

Canada, Dominican Republic enhance trade relations

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GlobeStar Mining Corporation receives its mining permit for the Cerro de Maimón copper and gold deposits. Present at the signing were: (from left) Adam Blackwell, Canadian Ambassador to the Dominican Republic; Sonia Guzman de Hernández, Secretary of State for Industry and Commerce; Bill Fisher, President of GlobeStar Mining Corporation;



Photo: Diana Murphy/PMO

Larry Ciccarelli, Chairman of GlobeStar Mining Corporation; Prime Minister Jean Chrétien; Pedro Vásquez Chavez, Director General of the General Directorate for Mining; Hipólito Mejía Domínguez, President of the Dominican Republic; and Milagros Ortiz Bosch, Vice-President of the Republic and Secretary of State for Education.

See story on page 8 — Dominican

SIAL Montreal a recipe for success

Aboriginal entrepreneurs take on the world

by Olivier Bourque, Indian and Northern Affairs Canada, Quebec City

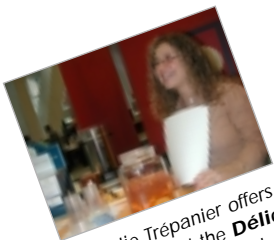
*"Why did I start my own business? I wanted to combine travel with my work," said Henri Picard, President and Chief Executive Officer of **Aliments TOKA**, an Aboriginal business that specializes in processing and marketing wild fruit and vegetables. Picard was part of an Aboriginal pavilion at the **Salon international***

***de l'Alimentation, des Boissons, des Vins et Spiritueux (SIAL)** show held in Montreal in early April 2003.*

Over 680 exhibitors from 37 countries presented their products to over 10,000 buyers and professionals in the food industry from around the

continued on page 7 — Aboriginal

Vol. 21, No. 9
May 15, 2003



Nathalie Trépanier offers herbal teas at the **Délice boréal** stand at SIAL. (see p. 7)

Call for sponsorships

CME conference and Canada Export Awards

TORONTO — November 23-24, 2003 — Autumn seems far away, but planning is already in high gear for the **Canadian Manufacturers and Exporters (CME)** conference "Leveraging Success: Winning Strategies for a Changing World." The highlight of the event will be the 20th anniversary **Canada Export Awards** gala dinner, at which the top ten exporters in the country will be announced.

Sponsors for the CME conference and the Department of Foreign Affairs

and International Trade (DFAIT) Canada Export Awards are lining up. So far, sponsors include **RBC Financial, Export Development Canada, Canadian Commercial Corporation, Sun Life Financial, Ontario Exports Inc.** and **EnRoute** magazine. Sponsorships are still available and range from the Platinum (\$75,000), to the Gold



(\$25,000), Silver (\$15,000) and General categories (\$5,000).

In return for their support, Platinum level sponsors will present an achievement award at the gala dinner, show a brief video and attend the conference luncheon with International Trade Minister Pierre Pettigrew. Sponsor logos will also be featured in all information materials and on the Canada Export Awards Web site.

For more information on sponsorships for the awards or the conference, contact Andrew Caddell, Team Canada Inc Trade Liaison Unit, DFAIT, tel.: **(613) 944-0118**, fax: **(613) 944-0120**, Web site: **www.infoexport.gc.ca/awards-prix** 🌟

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CanadExport

Canadian university wins Jamaican contract

Mount Saint Vincent University (MSVU) of Halifax, Nova Scotia, has been awarded a US\$3.3 million contract to re-train 800 local primary and all-age school principals under Jamaica's Primary Education Support Project. The project is being co-funded by the Inter-American Development Bank and the Government of Jamaica.

The training program is designed to ensure that there is continuous professional development for teachers and seeks to encourage principals to acquire core training in education administration and leadership through associations with qualified institutions such as MSVU. Upon successful completion of the program, participants will receive a Principal's Diploma.

The Commercial Division of the Canadian High Commission in Kingston, Jamaica, was instrumental in assisting

MSVU in Jamaica. Since early 2001, the High Commission arranged briefings about the local education sector. With the High Commission's guidance, agreements were struck between MSVU and the College of Agriculture, Science and Education, St. Joseph's Teacher's College and the Jamaica Council on Adult Education—all to offer Bachelor's and Master's degree programs in Education and Adult Education. Students will enroll and participate in MSVU classes via teleconference, the Internet and television broadcasts and upon successful completion will be awarded degrees from MSVU.

For more information, contact Yasmin M. Chong, Business Development Officer, Commercial Division, Canadian High Commission in Jamaica, tel.: **(1-876) 926-1500** ext. **3352**, fax: **(1-876) 511-3491**, e-mail: **kngtn-td@dfait-maeci.gc.ca** 🌟

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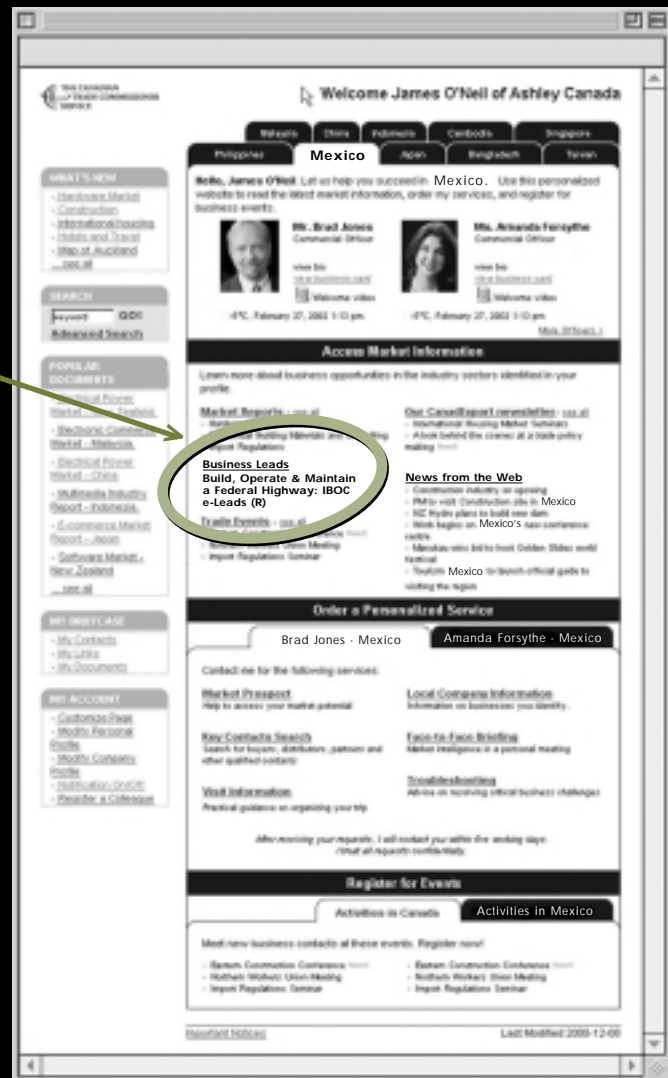
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Aboriginal export trade mission to U.S. *Fortune 500* companies

Thirty-five Canadian Aboriginal companies, economic development officers, chiefs, business organizations and government representatives participated in a three-day trade mission to the United States (U.S.), coinciding with the 2003 Native American Business Alliance (NABA) Convention. Held in Scottsdale, Arizona, in early February 2003, the mission was designed for Aboriginal-owned companies and economic development organizations wishing to sell to Fortune 500 companies in the U.S. and do business with other native American companies.

The program included a presentation by the U.S. Immigration and Naturalization Service on the Jay Treaty of 1794, which laid the foundation for relations between Canada and the U.S. The NABA program also included seminars on e-commerce, economic development, joint ventures and strategic alliances. Participants had networking meetings with some 25 top *Fortune 500* companies, including American Express, IBM, Phillip Morris, Ford Motor Company, General Motors, Chrysler, General Mills, UPS, Kodak and Walt Disney, as well as prominent Aboriginal-owned businesses and large tribal organizations.

NABA has a membership of 10,000 native businesses—most of which are minority-certified by the U.S. government—and more than 170 corporate members, many of which belong to *Fortune 500* companies.

Mission accomplished

Many Canadian businesses reported that not only did they gather excellent leads as a result of their participation, but they also formed alliances among the other Aboriginal companies on the mission.

"My objectives were met by noon of the first day. I wanted to tie in with a Native American company which could assist my subsidiaries in fast-tracking the process in meeting Federal Aviation Administration requirements to further my work in the U.S.," said Leo Jacobs, Chairman of Alberta-based **Aborican Aviation Group Inc.** The group operates its own fleet of aircraft and a

network of strategic suppliers to be a one-stop service centre for the service and charter rentals of helicopters and airplanes for use in Western Canada.

For New Brunswick-based **APC Environmental Ltd.**, the outcome of the Aboriginal export trade mission was also very positive. "For our firm and our partnership with **Aborican Corp.**



Stephen Bomberry, President of BomCor Associates Ltd. (second from right), meeting with representatives from 3M, Daimler-Chrysler and Denny's at NABA 2003.

of Alberta, the event gave us the exposure to the potential ties with Native American partners and corporate America, and brought new and exciting opportunities by meeting other Canadian Aboriginal companies," said Roger Nason, APC Environmental Ltd.

Third-year participant Stephen C. Bomberry, President of **Bomcor Associates Ltd.**, appreciates the networking opportunities provided by these trade missions. "What I like about NABA is the one-on-one meeting format with the corporations. After that, it's up to companies like ours to do the follow-up," said Bomberry. Based in Ohsweken, Ontario, **Bomcor Associates Ltd.** is a management consulting firm specializing

in organizational development, feasibility studies and program evaluation studies.

For Adamie Alaku, **Makivik Corporation's** Vice-President (Economic Development), the NABA convention was more than he expected. "We made very good contacts with other Canadian Aboriginal companies and will expand our business ventures with them. Our **Nunavik Arctic Foods Inc.** has also made good contacts and we expect to do business with some casinos and hotels," reported Alaku. The Makivik Corporation has been very active in assisting in the development of the Inuit of Northern Quebec.

Next year's NABA conference will be held in Albuquerque, New Mexico, in February 2004.

For more information on NABA 2003, contact Rosi Niedermayer, Aboriginal Portfolio, DFAIT, tel.: **(613) 944-0634**, e-mail: rosi.niedermayer@dfait-maeci.gc.ca Web site: www.aboriginalplanet.gc.ca (Business Centre), or go to www.native-american-bus.org 🌟

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/nebs/menu-en.asp

Canada-European Union consultations begin

On April 15, 2003, International Trade Minister Pierre Pettigrew announced the beginning of consultations with Canadians on ways to enhance bilateral trade and investment relations with the European Union (EU). "As we further our efforts to liberalize trade globally, the relationship between Canada and the EU has some untapped potential," he said.

At the December 2002 summit, Canada and the EU committed to designing a new type of forward-looking, wide-ranging bilateral trade and investment enhancement agreement. At the same time, leaders agreed to work toward the conclusion of the World Trade Organization's (WTO) Doha Development Agenda for the benefit of both developing and developed countries.

Market overview

In 2001, the EU's share of the world's total gross domestic product (GDP)

was 25.2% and the EU accounted for 38.1% of Canada's exports of goods other than to the U.S. The addition of 10 new member states in May 2004 will make the EU one of the world's largest economies—a single market of over 480 million people with a GDP of about \$13.7 trillion. This will make the



EU market comparable to the NAFTA area (with 412 million people and a GDP of approximately \$15.7 trillion).

Canada's economic relations with the EU are characterized by strong two-way trade and investment flows; however, there is scope for expanded trade. The EU is Canada's most important trading partner after the U.S., as well as the largest source and destination of foreign direct investment after the U.S.

However, Canada-EU trade accounts for only 6.6% of Canada's total goods

and services trade, and our trade with the EU is not growing as fast as our trade with other regions around the globe. As a result, the EU's share of Canada's total exports and imports has been declining over the past decade.

Consultation process

The Government of Canada is consulting Canadians, the provinces and territories, businesses and non-governmental organizations on the proposed agreement as well as on barriers to the European market to be addressed in the context of ongoing WTO negotiations. Canadian and European trade ministers will present proposals for the design of the bilateral agreement at the Canada-EU summit in Ottawa in December 2003. Canada-EU negotiations on the proposed agreement are expected to begin in 2004.

"A trade and investment enhancement agreement would strengthen our ties with the EU," said Minister Pettigrew, "particularly at a time when it is welcoming new members. Our objective is clear: we want to reach an agreement tailored to international trade in the twenty-first century. I strongly encourage Canadian companies and citizens to participate in these consultations by expressing their ideas and opinions."

The deadline for submissions is **June 13, 2003**.

For more information on these consultations, go to www.dfait-maeci.gc.ca/tna-nac/EU-en.asp ✪

France's Salon Maison Bois more popular than ever

ANGERS, FRANCE — October 3-6, 2003 — The **Salon Maison Bois** is France's premier wood construction trade show. Attendance has been increasing over the years, proof that wood home construction is becoming more popular. However, despite this demand, adequate supply is an obstacle to growth.

That's why—for the fourth consecutive year—the Canadian Embassy in Paris will organize a Canada pavilion. The Canadian presence at this show does not go unnoticed and, according to one Canadian exhibitor, "This is where the greatest opportunity lies in the European wood construction market."

For more information, contact Claude Roy, Gestion TB 2000 Inc., tel.: **(819) 382-2608**, fax: **(819) 382-2970**, e-mail: c-roy@ivic.qc.ca

For more information on the building products sector in France, contact Cécile Bourdages, Commercial Officer, Canadian Embassy in Paris, tel.: **(011-33-1) 44-43-23-74**, fax: **(011-33-1) 44-43-29-98**, e-mail: cecile.bourdages@dfait-maeci.gc.ca Web site: www.salon-maison-bois.com ✪

Hot ICT show

MILAN, ITALY — October 2-6, 2003 — **SMAU**, Italy's premier information and communication technology exhibition, is the second largest in Europe (after **CEBIT**) and the most important in the Mediterranean region. Last year's SMAU attracted over 2500 exhibitors and more than 450,000 visitors.

continued on page 7 — SMAU

Southeastern China's booming Guangxi region

With an invitation by the Guangxi Zhuang Autonomous Region (GZAR) to participate in the 12th **Guangxi Science and Technology Week** in January 2003, the Canadian Consulate General in Guangzhou organized a very successful mission with nine Canadian firms, two provincial representatives and a member of the Canada-China Business Council.

Canada's presence made an impact in its support of a range of initiatives in the territory. The two-day visit to Nanning, the region's capital, offered newcomers the chance to gather first-hand market data on the region. The visit also opened the door for all participants to reach key government and business decision makers.

Market overview

With a population of 47.1 million, GZAR had a gross domestic product of \$43.54 billion in 2001 and a growth rate of 8.2%.

Guangxi's major products and resources include sugar, minerals, agricultural products and fruit, and hydro power (total hydro reserves of 1.43 million kilowatts). **Hydro Quebec** has been active in the region. In 2001, Guangxi's exports to North America totalled over US\$158 million, out of which US\$30 million were agricultural products.

Opportunities in Guangxi

The GZAR government has extended considerable encouragement and support to attract a Canadian presence at this year's **Nanning International Folk Song Festival**, to be held in November 2003. In the energy sector,

Guangxi hydro projects could draw on Canadian expertise. Plans for offshore oil and gas exploration may provide potential for Canadian participation. Also, there could be a role for Canadian education expertise in providing ESL matriculation and to develop joint programs for dual diplomas.

When it comes to information and communication technology, telecommunications equipment, niche software products and electronic products are in demand. In biotechnology, efforts in the region are focused on agricultural biotechnology and traditional Chinese medicine.

For more information, contact Eileen Lao, Commercial Officer, Canadian Consulate General in Guangzhou, tel.: **(011-86-20) 8666-0569**, fax: **(011-86-20) 8667-2401**, e-mail: eileen.lao@dfait-maeci.gc.ca Web sites: www.guangxi.gov.cn or www.investgx.gov.cn (Invest Guangxi). 🌟

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

Canadian aerospace mission lands in Japan

Led by Industry Canada and the Aerospace Industries Association of Canada (AIAC) in February 2003, a Canadian aerospace mission recently visited Japan. Included in the delegation were thirteen representatives from eleven companies, including **Pratt & Whitney Canada** and **Bombardier** and a number of mid-size and smaller companies. Other Canadian participants included representatives from the Tokyo offices of the Alberta, Quebec and Ontario governments.

There were presentations and question and answer sessions with leaders from

the Japanese aerospace industry who spoke about the strong partnership between the Canadian and Japanese industries, such as Bombardier and Mitsubishi Heavy Industries. Topics of discussion included Japan's proposed regional jet prototype and the imminent move towards more efficient aircraft.

Canadian companies also had a chance to present their profiles to an audience of about 170 at the Canadian Embassy. Japan's two major airlines and four major aerospace manufacturers were all represented, as were many smaller aerospace companies and aerospace-related divisions of some Japanese conglomerates.

Building relationships

Company participants—whether they came to learn about the Japanese market, build relationships with customers and distributors, or investigate what the competition was doing—all came away with positive experiences. Many commented that they achieved much more through this mission than they could have achieved through an independent company visit. Events are currently being planned to follow up on the Canada-Japan aerospace relationship through joint events at the upcoming **Paris Air Show**.

For more information, contact David Moroz, Trade Commissioner, Japan Division, DFAIT, e-mail: david.moroz@dfait-maeci.gc.ca or Yasujiro Yabe, Commercial Officer, Canadian Embassy in Tokyo, e-mail: yasujiro.yabe@dfait-maeci.gc.ca 🌟

Aboriginal entrepreneurs

— continued from page 1

world. Featured prominently were nine Aboriginal entrepreneurs who participated in a pavilion organized by the **First People's Business Association** (FPBA), an organization that promotes the development of strategic alliances and partnerships between Aboriginal businesses and national and international business communities.

The Aboriginal pavilion, which received support from Indian and Northern Affairs Canada and Industry Canada (Aboriginal Business Canada), was located next to the Canadian pavilion. The Department of Foreign Affairs and International Trade (DFAIT) co-ordinated the visit of 50 trade commissioners from Canadian embassies and consulates around the world to meet with Canadian exhibitors at SIAL. They held an 'Export Café' which allowed Canadian companies to learn first-hand about specific market opportunities.

Well worth the effort

"Mission accomplished," exclaimed Guy Beudet, Director General of the FPBA. "The businesses were very pleased with their experience at SIAL as they made sales and developed markets. Our strategy at FPBA was to work beforehand with the entrepreneurs in order to be well prepared for SIAL. The support we invested has paid off," he said.

"SIAL was an excellent business opportunity for our company," claimed Ellen Melcosky, President of **Little Miss Chief**, a business based in Westbank, British Columbia, that markets gourmet foods made of salmon. "We have begun discussions with customers from France, Italy, Poland as well as Asia."

For her part, Victoria Gordon of **Nunavik Arctic Foods**, says that customers from France and other

countries in Europe and as far away as Hong Kong have expressed an interest in marketing her caribou products from the Quebec tundra.

Suzanne Beaubien, Director of **Délice boréal**, says that her products—herbal teas from the tundra—have been a great success since they were launched in October 2002, and she hopes to continue to expand beyond domestic markets.



Gérald Le Gal and Henri Picard of **Aliments TOKA Foods** at SIAL Montreal

Some businesses are just starting to export while others came to SIAL to consolidate a market that is already well established. **Bleuets Mistassini** and **Kagiwiosa Manomin** are among the businesses that are already established in the world market. **Bleuets Mistassini**, based in Dolbeau-Mistassini, Quebec, processes, freezes and sells wild and organic blueberries. It exports more than 95% of its products abroad, mainly to the United States and Europe, but also to Japan and Mexico.

Established in Dryden, Ontario, **Kagiwiosa Manomin** processes wild rice-based products. This business has been operating since 1987 and 50% of its merchandise is exported to Germany and Switzerland. For these companies, SIAL was an excellent business opportunity, a gateway to

new markets for their current products and a launching pad for their new products.

Other companies such as **Oska International** of Wendake, Quebec, **Kitikmeot Foods** of Cambridge Bay, Nunavut, and **Kivaliq Arctic Foods** of Rankin Inlet, Nunavut, took advantage of SIAL to establish strong links to domestic and North American markets.

Growing popularity of Aboriginal products

The majority of this year's participants in the Aboriginal pavilion also participated in SIAL in 2001. They have found that the response from buyers for natural Aboriginal agri-food products were in demand. "They want to revert to something that is more ecological, authentic and respectful of the environment, such as Aboriginal products," said Guy Beudet of the FPBA.

Victoria Gordon agrees and believes that customers "want much more than just a product, they want a 'natural' experience." There is a whole market for these Aboriginal businesses to conquer.

For more information on Aboriginal businesses, contact Industry Canada, tel.: **1-800 O-CANADA**, Web site: www.abc-eac.ic.gc.ca or contact the FPBA, tel.: **(418) 843-4535**, e-mail: info@aappfpba.org

For information on Aboriginal exports, contact Rosi Niedermayer, tel.: **(613) 944-0634**, e-mail: rosi.niedermayer@dfait-maeci.gc.ca Web site: aboriginalplanet.gc.ca

For information on Aboriginal peoples in Canada, contact Indian and Northern Affairs Canada, tel.: **(819) 997-0380**, e-mail:

InfoPubs@ainc-inac.gc.ca 🌟

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade fairs and missions".)

Dominican Republic — continued from page 1

In April 2003, Prime Minister Jean Chrétien welcomed the signing of seven agreements between Canadian institutions and their counterparts in the Dominican Republic. The Prime Minister witnessed the signing of these agreements—they will enhance cooperation in trade, power generation, construction and renewable energy—with Dominican Republic President Hipólito Mejía in Santo Domingo.

"These agreements are indicative of the considerable investment potential in the Dominican Republic," said Prime Minister Chrétien. "Companies in both countries are realizing the gains that can be made from enhanced cooperation."

The Prime Minister also welcomed the news that two Canadian projects—SNC-Lavalin's aqueduct (US\$126 million) and Placer Dome's Pueblo Viejo gold mine (US\$350 million)—could now proceed as a result of recent Dominican congressional approvals. In addition, he noted that the Canadian International Development Agency would provide \$17.8 million for two development cooperation programs in the areas of watershed management and HIV/AIDS.

Overall, deals from the visit total over US\$800 million (estimated). The deals included: **Acres International Ltd./MAK Alliances** and Monte Rio S.A./Indescorp S.A. (US\$35 million); **CCC** (Canadian Commercial Corporation) and the Dominican Electricity Corporation (US\$35 million); **CCC** and the Santo Domingo Water and Sewage Authority (two deals worth US\$230 million);

GlobeStar Mining Corporation to mine the Cerro de Maimón gold and copper deposits (US\$40 million); **Canada Post International Ltd.** and the Dominican Republic Postal Service (US\$4 million); and **Tecslut International Ltd./MAP Consortium** and the Municipality of Santiago (US\$80 million).

For more information on the seven agreements, read the unabridged version of this article at www.dfait-maeci.gc.ca/canadexport or contact Cristina Amiama, Commercial Officer, Canadian Embassy in the Dominican Republic, tel.: **(1-809) 685-1136**, fax: **(1-809) 682-2691**, e-mail: cristina.amiama@dfait-maeci.gc.ca Web site: www.santodomingo.gc.ca 🌟

Oil & Gas Asia goes ahead

KUALA LUMPUR, MALAYSIA — July 14-17, 2003 — Canadian exporters are invited to exhibit in the Canada pavilion at **Oil & Gas Asia 2003**, supported by the Canadian High Commission in Kuala Lumpur.

For more information, contact Douglas Holland, Trade Commissioner, Canadian High Commission in Kuala Lumpur, tel.: **(011-603) 2718-3333**, fax: **(011-603) 2718-3391**, e-mail: douglas.holland@dfait-maeci.gc.ca or contact UNILINK, the Canada pavilion organizers, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: as@unilinkfairs.com 🌟

SMAU 2003 in Italy — continued from page 5

The Canadian government will be organising a Canadian pavilion together with related matchmaking activities and seminars. Canadian companies joining the pavilion will have a unique opportunity to meet potential Italian partners and clients and take advantage of all the services provided by the Trade Commissioner Service.

For more information about SMAU 2003—the deadline for participation is **June 13, 2003**—contact Lucia Tubaro, Business Development Officer, Canadian Consulate General in Milan, tel.: **(011-39-02) 6758-3359**, fax: **(011-39-02) 6758-3900**, e-mail: lucia.tubaro@dfait-maeci.gc.ca Web site: www.eciq.net/smau2003 🌟

HOFEX 2003

HONG KONG — July 15-18, 2003 — **HOFEX 2003**, the Asian food and drink exhibition, has been rescheduled (originally set for May 2003). 🌟

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade fairs and missions".)

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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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