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Trade mission to India



International Trade Minister Pierre Pettigrew invites Canadian companies to participate in a trade mission that he will lead to India from **October 7-12, 2001**. The mission will visit three of India's most influential business centres: *New Delhi, Chennai (formerly Madras), and Mumbai (formerly Bombay)*. In each city, a tailored business program will include seminars and workshops, hospitality events and networking opportunities.

India's GDP has grown more than 30% over the past five years. Canada's exports to India grew an impressive 20% during 2000 while exports have already increased 45% in the first five months of this year alone. As the following success stories demonstrate,

India presents promising opportunities in diverse sectors, especially information technology and telecommunications, energy, transportation and infrastructure, and the environment.

Information technology and telecommunications

There has been investment in both directions with **Sigma Systems Group** of Toronto planning to establish a software development facility in India to bolster the presence of other Canadian firms such as central Canada-based **Nortel Networks, CAE, C-MAC and OSS-Eftia**. Indian IT companies like **Infosys, WIPRO and Tata Consultancy Services** have followed suit by establishing offices in Canada.

Continued on page 13 – Trade mission

2001 Canada Export Awards finalists

International Trade Minister Pierre Pettigrew recently announced the finalists for the 2001 Canada Export Awards. Up to 10 winners, one of which will also be named "Exporter of the Year", will be honoured at a gala ceremony in Montreal on September 24, 2001, which will be held during the Annual Convention of the Canadian Manufacturers & Exporters, September 23 to 25, 2001.



1999," said Minister Pettigrew. "The 2001 finalists played an active role in this growth, generating more than \$2 billion in export sales. They also sustained more than 12,500 jobs across the country."

Since 1983, more than 200 firms have been recognized for their success in Canada and in foreign markets. "Previous award-winning companies have come from a variety of industries, clearly indicating the diversity of Canada's economy," said Minister Pettigrew.

Continued on page 14 – Export Awards

"Canadians exported a record \$474 billion in 2000, a 15 percent increase over



International Business Opportunities Centre

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities — for a wider selection, visit the Web site at www.iboc.gc.ca/webleads/webleads.asp

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown Corporation is located at 50 O'Connor Street, Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

CYPRUS — Centralized Call/Contact Centre — The Cyprus Telecommunications Authority has issued a tender (Bid no. 14/2001) for Contact Centre Implementation and Customer Relationship Management Modules. The project involves successful implementation of a turnkey solution including system design, software supply, installation, customization and parameterization of all software and hardware, interfacing and integration, documentation and training. Functionality requirements include switching, queuing and call routing as well as Computer Telephony Integration (CTI), Interactive Voice Response (IVR), Customer Relationship Management (CRM), workflow management, e-mail and Web server connectivity, and system monitoring and statistics. Bid guarantee: CYP 75,000. Cost of bid documents (two sets): CYP 10,000 plus VAT. Closing date: **October 12, 2001**. Tenders will remain open for 180 days from the closing date. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010709-03317. (Notice received from Canada's Honorary Consul in Nicosia.)

FINLAND — Army Flir and Optical Target Designator, Air Defence Missile Firing Stand Project (AFOTAS) — The

Defence Forces Material Command Headquarters has issued a tender (Bid no. 70/28.03.01) for delivery of the following: 400–500 thermal imagers with option for 50–70 pcs; 70–100 laser rangefinders; 90–125 goniometers; 340–385 tripods; 40–55 target designator computers; and 40–50 remote control units with option for 50–70 pcs. Delivery date: 2002–2004. Closing date: **October 31, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010706-03290. (Notice received from the Canadian Embassy in Helsinki.)

SYRIA — Railway Study for Modernization and Renewal — Syrian Railways requires a study (Bid no. 51/2001) concerning the modernization and renewal of the railway between Al Sharghaya and Palmyra Station. Bid bond: US\$50,000. Performance bond: 10% of contracted value. Closing date: **October 8, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010730-03632. (Notice received from the Canadian Embassy in Damascus.)

BANGLADESH — Capacitor Oil Switch and Underground Cable — As part of the Dhaka Power System Upgrade

Project, the Rural Electrification Board (REB) invites bids from member countries of the Asian Development Bank (ADB) for the supply and delivery of capacitor oil switch (contract no. IFB No. ADB-07) and underground cable (contract no. IFB No. ADB-25). Cost of bid document (non-refundable): Taka 3,000 or US\$ equivalent. Bid security: minimum 2% of the total bid price. Closing date: **October 15, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010803-03708. (Notice received from the Canadian High Commission in Dhaka.)

IBOC trade opportunities — find out more at www.iboc.gc.ca

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CanadExport

Team Canada mission participant Keith Dewar arrived in China with a sound knowledge of the market, a product offering a timely and cost-effective solution, and six partners lined up to sign contracts in the presence of the Canadian Prime Minister. Dewar's story, in fact, reads like a textbook of export success — which is appropriate given that he is Vice-President of Prince Edward Island's Holland College and that the product he's selling is education itself. As a result of the Team Canada signings, six Chinese colleges will soon be delivering Holland College's highly popular Business Information Technology (BIT) program to their students.

Created in 1969 and P.E.I.'s only community college, Holland College is an industry-based institution offering 75 post-secondary programs to 2,400 full-time and 6,000 part-time students. The College was founded on the philosophy of competency-based education and continues to emphasize skills-oriented training and assessment of knowledge through performance.

CIDA-funded projects: reputation

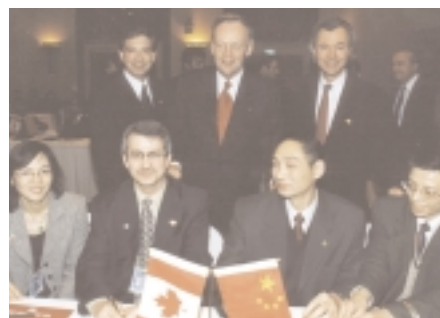
It is an approach that has appeal in China, where reforms to the education system are calling for colleges to improve the quality and relevance of their programs to support the country's new economy, with its emphasis on skills training and efficiency. "Our

Textbook for export success

P.E.I. Holland College

philosophy is one of the reasons we first got involved in China, about 11 years ago," explains Dewar.

The College's early projects were funded by the **Canadian International**



Official signing of the educational joint venture agreement between Chongqing Polytechnical College in Beijing and Holland College. Seated, left to right: Jolene Chan, Development Officer-International Projects and Keith Dewar, Vice-President of Holland College; Liu Yu De, Secretary of CCPC and Zhou Qihui of Chongqing Polytechnical College. Standing, left to right: P.E.I. Premier, Pat Binns; Prime Minister Jean Chrétien; Minister for International Trade Pierre Pettigrew.

Development Agency (CIDA) and delivered through the **Association of Canadian Community Colleges (ACCC)** under the **Canadian College Partnership Program (CCPP)**.

Reviewing the results of its international work, in 1997, the College determined that it needed to move towards projects generating profits.

Discussing the concept with Chinese officials and with senior officials at the Canadian Embassy in Beijing and Consulate in Chongqing, Holland College gained a comprehensive understanding of the Chinese business and legal environments.

By summer 2000 it was in serious negotiations with six colleges. Critical to the progress of the negotiations was the support, and understanding of Chinese cultural nuances, provided by Hong Kong-born Jolene Chan, hired to be the College's International Project Officer in China.

Team Canada clinches Deal

The timing of the Team Canada Mission to Beijing, Shanghai and Hong Kong in February 2001 proved fortuitous in bringing the negotiations to closure. "Chinese people place a high value on hierarchy," explains Dewar. "We were able to offer them the opportunity to have the agreements signed in a formal arena in the presence of the Canadian Prime Minister." Under the agreements, Holland College will maintain control over the BIT curriculum, while the Chinese colleges are responsible for facilities, equipment and delivery of the program.

Education as industry

Dewar stresses the importance of treating education as any other business. "You have to maintain quality and consistency. Our idea is not to offer 75 programs in China, but three or four that we can do very well."

For all his business emphasis, Dewar can't help slipping in the educational benefits. "There will be opportunities for our Chinese and Canadian students to learn of each other's culture by collaborating on Internet projects. And our instructors going to China will also gain greater international experience, so crucial in today's global economy."

For more information, contact Keith Dewar, Vice-President, Holland College, tel.: (902) 566-9520, fax: (902) 629-4268, e-mail: kdewar@hollandc.pe.ca Web site: www.hollandcollege.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Team Canada Success Story")

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With a team of 500 business professionals in more than 130 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.
www.infoexport.gc.ca

The Sporting Goods and Sports Apparel Market



Switzerland's sporting goods and sports apparel market is heating up. Although winter sports sales have dipped in recent years, the Swiss market for summer and year-round sporting goods has risen. Overall, Switzerland's sports market jumped 8% in 1999 reaching \$1.67 billion (excluding bicycles) in 2000.

Market Overview

The Swiss are sports enthusiasts, with a majority of the population regularly participating in sporting activities. There are approximately two million downhill skiers, 530,000 cross-country skiers and 470,000 snowboarders who spend approximately \$522 million on equipment annually. Switzerland has the highest snowboard sales in Europe, and the demand is forecast to continue to grow by 10% annually.

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In 2000, winter sporting goods and apparel held 42% of the market representing \$700 million. However, success in this industry is largely dependant on weather and snow conditions at the beginning of each season. The market for summer and year-round sporting goods and sports apparel accounted for 58% of the market in 2000 totaling \$970 million. Sports dominating the summer market include soccer, hiking and golf.

Market Trends

The sporting goods industry has introduced new and innovative products in recent years that are fueling continued growth in the sector. For example, snowboards, "caving skis," freestyle skis and racing skis have become very popular. Buyers are also looking for innovative designs and fabrics in sports wear for upcoming seasons.



For the summer sporting market, new trends expected to lead to industry growth include in-line skates, golf equipment, scooters and kick-boards, as well as high-quality hiking and camping equipment. Most notably, demand for sporting apparel has been moving away from sport specific active wear to multipurpose leisure-based sports-wear. For both summer and winter, there is increased demand in the Swiss market for advanced technology textiles that are naturally

breathing, lightweight, wind and waterproof.

Opportunities

Opportunities for Canadian companies in the Swiss sporting goods market include golf related products and clothing, ice hockey equipment, figure skates, curling equipment and high technology fabrics. Increased participation by women in sports is also creating additional opportunities.

Canada has a strong international reputation for quality hockey equipment. Despite increased international competition, the Canadian reputation for these products is supported by technological advancements in skates and hockey equipment and ensures a strong presence for Canadian companies in this sector in Switzerland.

Competitive Environment

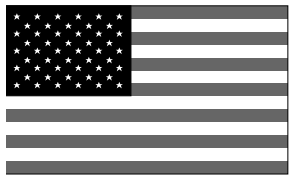
Domestic production of sporting goods and sporting apparel in Switzerland is a small part of the market and was valued at approximately \$100 million in 1999.

Canada's reputation as a producer of

quality sporting goods is relatively unknown in Switzerland. Except for ice hockey equipment, this market is fairly untapped by Canadian manufacturers. With assistance from the Canadian Embassy in Switzerland, and a repeated presence at important trade shows including SWISSPO, BESPO, and ISPO, other Canadian sporting goods are becoming increasingly known in Switzerland.

See Potential?

To learn more about this market, read *The Sporting Goods and Sporting Apparel Market in Switzerland* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site: www.infoexport.gc.ca



The U.S. Connection

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division. For information about articles on this page, fax (613) 944-9119 or e-mail commerce@dfait-maeci.gc.ca For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

COMDEX Fall 2001

LAS VEGAS — November 12-16, 2001 — COMDEX Fall 2001 (www.key3media.com/comdex/fall2001/) is almost here! This annual trade show is rated the world's premier information technology (IT) marketplace. The statistics speak for themselves — over 200,000 resellers, industry professionals, and corporate decision makers come to this event, bringing with them more than \$125 billion in buying power.



Over 35,000 attendees from around the world are looking for networking and wireless technologies; information appliances (mobile and wireless solutions); Web tools and technologies; software platforms and solutions; digital media and Web publishing innovations; and IT services.

The Department of Foreign Affairs and International Trade (DFAIT) (www.dfait-maeci.gc.ca), in co-operation with Key3 Media (www.key3media.com) (the organizers of COMDEX), is once again supporting a Canadian Pavilion located in a prime position on the main floor of the Sands Expo and Convention Centre. All companies exhibiting in the Canadian Pavilion will have free access to the services of a marketing communications consultant to prepare a marketing plan and media strategy for this event. Each exhibitor will receive information about market opportunities and

trends, and will be provided with help in developing market-entry strategies. Once again, a press conference will be organized to provide media exposure in the U.S. and Canada.

Take advantage of this excellent opportunity to expand your business in the U.S. market. Exhibiting within the Canadian Pavilion will let you focus your efforts on developing your firm's strategy to achieve your key objective — generating sales and earning new business.

For more information, contact Pat Fera, U.S. Business Development Division, DFAIT, tel.: (613) 944-9475, fax: (613) 944-9119, e-mail: pat.fera@dfait-maeci.gc.ca ✨

Get a head start with Export USA

The Canadian Consulate General Trade Office in Silicon Valley is arranging a special education and training program for Canadian IT companies visiting COMDEX for the first time. This hands-on Exporters to Border States (EXTUS) program, part of the Export USA series, is designed for companies that are familiar with the U.S. market, but have yet to implement a full-scale U.S. marketing program.

For more information or to register, contact Jeane Weaver, Business Development Officer, San Jose, tel.: (408) 289-1157, ext. 23, e-mail: jweaver@cdntrade.com

MEDTRADE 2001 EXPOSITION AND CONFERENCE

NEW ORLEANS — October 23-25, 2001 — The Canadian Consulate General in Dallas will host a **Medical Equipment Exporters Mission** in New Orleans, Louisiana, as part of **MEDTRADE 2001** (www.medtrade.com).

MEDTRADE has become the premier event for the home health and post-acute care industry. Last year, representatives of more than 4,000 companies from over 100 countries visited the show. They were exposed to more than 250,000 health-care products and services presented by 1,200 exhibitors and

had the opportunity to attend a range of over 200 seminars and workshops.

To complement MEDTRADE's program, the Medical Equipment Exporters Mission will offer one-on-one meetings and a networking event with buyers and distributors from the United States, as well as seminars tailored directly to the needs of new Canadian exporters.

For more information or to register, contact Dorothy Campbell, Dallas, tel.: (214) 922-9812 ext. 3351, e-mail: dorothy.campbell@dfait-maeci.gc.ca ✨

Check the **Business Section of the Canada-U.S. Relations Web site** at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

When Johnson Controls' systems are at work, no one notices — and that's as it should be. The technological leader, and very founder, of the building controls industry manages indoor environment systems, including for the German Air Force (GAF) at 5 Wing Goose Bay.

Renamed Johnson Controls, Inc. in 1974, the multi-billion-dollar company (sales of US\$17.2 billion in 2000) has become a world leader in two businesses: building controls and automotive systems, and has branch offices in 53 countries. Johnson Controls SSNA manages the building controls side of the business.

Partners in smooth operations

CCC and St. John's building controls

When the German customer chose to sole source its maintenance and service contract with Johnson Controls Systems and Services North America (SSNA) last year, the Newfoundland branch was introduced to the Canadian Commercial Corporation (CCC) — and discovered a working relationship as efficient as its systems doing their job in an air force hangar.

Johnson Controls, Inc. was founded in Milwaukee, Wisconsin, in 1885 by Professor Warren Johnson, whose invention of the electric room thermostat launched the building control industry and was the impetus for creation of the company (then called Johnson Electric Service Company).

Since 1995, the Newfoundland branch of Johnson Controls SSNA, based in St. John's, has succeeded in winning the three-year maintenance and support contracts put out to tender for the building control system it originally supplied and installed in a new GAF hangar at 5 Wing Goose Bay, the low-level flight training facility for NATO Allied forces in Goose Bay, Newfoundland. Wishing to avoid time delays associated with the tendering process, the GAF requested a sole-source contract with Johnson Controls in 2000.

By international agreement, the GAF is required to purchase such services through the Department of National Defence (DND) and CCC. "CCC acts as the buyer's agent through DND," explains CCC Senior Project Manager Suzanne Gougeon. "The buyer, the GAF, was obviously pleased with the service it was getting from Johnson's."

No bones to pick

CCC's role was to negotiate the contract on behalf of the company. "We had never used the services of CCC before," explains Account Executive Norman Tobin, "but it was a step we needed to get this contract put into place. Sometimes these extra steps can be like trying to pick bones out of a jelly fish — they create a lot of needless extra work. But CCC made the whole process as painless as possible. They worked with the GAF to determine

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to preshipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, e-mail: info@ccc.ca Web site: www.ccc.ca

the scope of work and with us to negotiate contract terms. We got our contract and it was perfect."

The company's "perfect" contract is a three-year services and maintenance contract for the GAF hangar's HVAC systems, beginning December 1, 2000, and ending November 30, 2003. With two one-year options for extension, the contract could be extended until 2005.

"CCC demonstrated a professionalism, and a knowledge of international business, all the way through the negotiations," adds Tobin. "They're obviously very experienced. Gougeon worked very hard and diligently for us."

Accommodating customer needs

Gougeon credits the company — and Tobin himself — for being easy to work with. "There were no problems with the negotiations; it was a very smooth process. I can see why the GAF wanted to sole source the contract — this is a company that goes out of its way to accommodate its customers."

Johnson Controls got its own taste of an organization willing to go out of its way to accommodate customer

Continued on page 9 — Johnson Controls

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration (www.gsa.gov), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site (www.eps.gov).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation (www.ccc.ca) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

Chreed company president Edward Leman half jokingly refers to his Ottawa-based company as a "China company with a rep office in Canada." The reason? Projects funded by **International Financial Institutions (IFIs)** in China constitute 95% of business for the provider of economic and development planning services. But getting a foot in the door wasn't easy. Chreed shares how it got the door to open — and stay open.

Contacts, consistency, credibility

DEVELOPING A COMPETITIVE ADVANTAGE IN CHINA

It took three years to get a foot in the door. Set up to pursue urban development opportunities in China in 1985, **Chreed Ltd.**, which provides economic and development planning services to government and private-sector clients, got its first contract in that exciting market three years later.

Retained in 1988 by the Federation of Canadian Municipalities and the Shanghai Municipal Government, Chreed designed and implemented an urban land-management training program in Shanghai. But the door to China opened wider in 1990, when the **Canadian International Development Agency's Industrial Co-operation Program (CIDA Inc)** took a half a million dollar chance on Chreed, as yet a small, virtually untested shop. Chreed's performance on that first CIDA Inc-funded contract — to conduct a study under the Shanghai Land Use Management Strategy — led to repeated contracts from CIDA Inc and IFIs, including the Asian Development Bank and World Bank.

"The key to winning IFI work is to give them the best resources available," says company President Edward Leman. "In areas where we don't have the expertise ourselves, we make sure we tap into other resources. We've worked with a number of partners, both Canadian and non-Canadian, on our projects." Creating a joint venture helped Chreed win a contract in Pudong, for example, where an

Australian firm had the local experience Chreed lacked.

Of the many challenges to working in a new market, the team at Chreed stresses two equally significant ones: entering the market and sustaining a presence.

"To do a proper job of breaking into China, you must devote a year, taking four trips (of at least three weeks each) to make new contacts and learn about the market — then you may have the credibility to help the client," advises Leman.

Derek Ireland, an economist and company director, adds: "What might work [for a new company] is to look for certain, very short-term assignments that might involve training, giving a paper at a conference — something that someone else, the UNDP [UN Development Program] maybe, might pay for. This will help to build up credibility, background and contacts."

Commitment is key

Getting a foot in the door is one thing — albeit not easy. Keeping that door open is a matter of constantly slugging away, learning about the market and the people, making contacts and reaffirming the company's interest in and commitment to the market. Of sustaining a presence in China, Leman says: "Senior people of the company must be prepared to give a long-term commitment to China. They must be

willing to commit themselves to learning, and be willing to commit the resources."

Learning about China is in itself a substantial task, given the incredibly fast pace of change in that country.

"Imagine the scale," adds Leman. "There are 16 million people in Shanghai — half the population of Canada — outside our office window. And they're going places: fast!"

A statistical first

As large as China is, it naturally features a great deal of diversity: geographically, economically, and socially. That diversity is being plotted by Chreed in the first comprehensive database on China. This extensive spatial and statistical database is based on information the team members have been gathering ever since they arrived in China. Four employees work full time in Chreed's Shanghai office to input new and updated data.

"This database has provided a major competitive advantage for the firm," says Ireland. The data provides opportunities for in-depth analyses that were previously unavailable. IFIs, the Government of China and the private sector alike can benefit from this database.

For more information, contact Export Financing Division, DFAIT, tel.: (613) 995-7251, e-mail: ifinet@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ifinet or Edward Leman, President, Chreed Ltd., tel.: (613) 238-3954, e-mail: leman@chreed.com Web site: www.chreed.com

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



China... Just the name of this ancient country is certain to stir a myriad of images and impressions ranging from peasants in rice paddies, to the Great Wall, to Mao Ze Dong and the Communist revolution. But increasingly, China is being considered as the next great market, the "pot of gold" for business persons worldwide. Here are some key issues that Canadian information and communications technology (ICT) professionals should consider before targeting the Chinese ICT market.

Today, China could be described as an emerging free market economy operating within a totalitarian political system. Entrepreneurship is alive and well — China's GDP has increased nearly sixfold since 1978. Its economic growth is expected to remain a robust 7% annually over the next few years. China has experienced this growth while withstanding the recent Asian financial crisis, and today, is the only country to have avoided the global high-technology meltdown.

Huge opportunities

With a population of 1.3 billion, and an underdeveloped telecommunications infrastructure, the market opportunities in China are tremendous. For example, cellular penetration is in the order of 3% compared to about 75% in Hong Kong or Singapore. Yet, China is already the world's second-largest user of cell phones, and annual growth rates have averaged 100% per year since the early 1990s.

This potential becomes even more dizzying when one looks at the penetration rates in other areas such as fixed-line teledensity (8.6%), or the Internet (1%). And with China's imminent accession to the World Trade Organization, growth of the telecommunications sector can only be expected to accelerate. This growth is producing a robust domestic industry there.

Yet all is not golden

China is undergoing significant growing pains as it transforms from a planned

economy to a global, market economy. For example, although legal regulations are in place with regard to intellectual property (IP) protection, this concept is not part of the Chinese tradition; in addition, the judiciary is not to Western standards, and the laws are neither well enforced nor uniformly applied.

In the West, the rule of law defines how we interact with each other. In

Is it right for you?

China's ICT market

China, as is true in many Asian nations, it is your personal connections or "guanxi" that count. Do not expect the courts to enforce your contract or the rules to be static — rather, rely on the integrity and commitment of your partners and associates. As a Westerner, you will need to gain an appreciation for the cultural differences if you are to gain respect and commitment from your associates.

In general, it is much more complicated to win a major contract in China than in the West due to the number of organizations involved and the close linkages between the government and the private sector. Apart from convincing key corporate decision-makers of the merits of your product or services, it is necessary to deal with both the provincial and state governments (typically the Ministry of Information Industry and the Ministry of Foreign Trade and Economic Co-operation), as they are part owners and they control the import/export of foreign currencies.

To compound these difficulties, the decision-making process can often appear to be fluid to a foreigner due to the lack of transparency, and regulatory challenges abound. Therefore Canadian companies are advised to either partner with a Chinese firm via technology transfer or equity influx, or establish their own production/distribution facilities in China.

Despite these challenges, the China of today is rapidly developing, and is now a major market, home to up-and-coming global competitors. It may represent a pot of gold at the end of the rainbow, or it may represent a market of significant loss. To ensure the former, as a minimum, you will need to do your homework, pursue the market on a regional basis, and

develop appropriate relationships. It is not a market for part-timers, the faint of heart or the uncommitted.

For more information, contact Dale Forbes, Manager, China and Hong Kong Division, Industry Canada, tel.: (613) 990-9092, fax: (613) 990-4215, e-mail: forbes.dale@ic.gc.ca or Marcel Belec, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 995-6962, fax: (613) 943-1068, e-mail: marcel.belec@dfait-maeci.gc.ca 🌟

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

Johnson Controls

— Continued from page 7

needs. With such contracts, CCC normally recuperates its costs against each invoice, but in this case agreed to charge the percentage only once a year to accommodate the company's internal accounting procedures. "We appreciate their flexibility," says Tobin, who adds that the company would be delighted to work with CCC again.

For more information, contact Norman Tobin, Account Executive, tel.: (709) 579-8751, fax: (709) 579-9015, e-mail: norman.g.tobin@jci.com Web site: www.johnsoncontrols.com 🌟



When it comes to the Information and Communication Technology (ICT) market in the Czech Republic, there's plenty to talk about. The country boasts one of the highest ratios of ICT spending to GDP in the region (2.9%), as well as the highest penetration of mobile phones, making it one of Central Europe's top ICT markets. In fact,

What's ahead?

Despite the decline in the global ICT market, experts agree that further growth in the Czech telecommunications market is assured. The value of the market is expected to reach US\$3.27 billion by 2004, with the fixed-line market expanding to US\$1.52 billion and the mobile services market rising to US\$1.75 billion during 2001.

insight into Czech business practices, market characteristics and strategies, as well as legal, financial and import procedures. The type of partner needed will vary depending on the enterprise involved, but in general, companies should select a local agent, representative or distributor using the same criteria that apply in Canada.

Who's who in Czech ICT

Major companies from Germany, the Netherlands, France, the U.K., Scandinavia, and the U.S. are already present in the Czech Republic. Top companies in the telecommunications sub-sector include KPN Royal Dutch Telecom, RWE Telliance, TeleDanmark, GTS (Global TeleSystem), Atlantic West, TIW, C-Mobil, Nokia, Erickson and Siemens.

Telecom Austria, Nextra, Star One, Tiscali, TeleDanmark are all top players in the Internet.

Libra, Vikomt, AT Computers, Microsoft, Novell, Linux, SAP, Minerva, Oracle, Intenia, Navision Software, GEAC, Celestica are major suppliers of ICT hardware and software.

Useful Web sites

- Czech Invest: www.czechinvest.org
- Czech Trade: www.czechtrade.cz
- Ministry of Industry and Trade: www.mpo.cz
- Czech and Moravia Electrical and Electronic Association: www.electroindustry.cz
- Prague Internet World forum: www.internetworld.cz
- INVEX, largest ICT fair in Central Europe: www.invex.cz

For more information, contact Ella Stenroos, Commercial Officer, Canadian Embassy, Prague, tel.: (011-42-2) 7210-1862, fax: (011-42-2) 7210-1894, e-mail: ella.stenroos@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/~prague 🌟

Making the right connection

The Czech ICT market

spending levels are approaching those of most Western European countries, reaching US\$151 per capita in 1999.

Market overview

The value of the ICT market reached US\$1.56 billion in 1999, marking an annual growth rate of just under 7%. This rate was expected to almost double in 2000 with spending anticipated to climb to US\$1.75 billion. While much of this growth derives from more spending on software and services, hardware is still the biggest seller on the market. Despite the growing demand for the development of technology solutions, basic hardware accounted for 47% of the overall ICT expenditures in 1999, followed by services (37.9%) and software (15%).

The Czech Republic is leading the Eastern European mobile communications market as well. Some 40% of the Czech population owned mobile phones in 2000, compared to 25% in Hungary and Slovakia and 16% in Poland. General Packet Radio Service (GPRS) technology has already arrived on the market and a tender for Universal Mobile Telephone Service (UMTS) licenses is planned for fall 2001. The country's newest mobile operator, Canadian-owned Cesky Mobil, reports an excellent start to its operations in the country.

A number of market conditions will affect this future expansion, the most notable of which is the rising demand by the Czech population for ICT services, including Internet access. With the growing trend among enterprises to use networks for sharing



resources and conducting e-business, the demand for packaged application solutions is expected to rise. As well, with the current focus on cleaner production, waste management, energy management, water and wastewater treatment and climate change issues, investment in upgrades to the related telecommunication and data communication infrastructure will need to increase.

Between 2001 and 2003, the fixed-line market will be liberalized and Cesky Telecom and Ceske Radiokomunikace will be privatized. This, combined with the tender for UMTS licenses in 2001, will pave the way for a more competitive ICT environment in the Czech Republic.

Choose a partner

Canadian companies should not expect to conduct business effectively in the Czech Republic without a local partner. A partner provides vital

The trade sections of the four Nordic Canadian embassies are teaming up to help Canadian manufacturers of outdoor gear score in Finland, Sweden, Norway and Denmark during **Nordic Nexos 2001**, to be held November 3–11.

exercise. With 1,257,308 square kilometres of rugged Nordic terrain and thousands of rivers and lakes at their disposal, it's little wonder that the Scandinavian people — with an aggregate population of some 24 million — are very focused on health

doubt a contributing factor to the national popularity of camping and hiking.

For more information, contact:

- Tania Groth, Business Development Officer, Canadian Embassy, Copenhagen, tel.: (011-45) 3348-3239,

Outdoor gear mission to the Nordic countries

Gearing up for Nexos 2001

Nordic Nexos 2001 is aimed primarily at export-ready outdoor gear manufacturers looking for new markets. The target customers are young — or young at heart — and active, looking for gear and apparel to use when playing extreme sports or while camping, hiking, climbing, canoeing or kayaking. They demand high-quality merchandise — and are willing to pay the price.

The trade sections of the embassies in each of the four host countries will be working hard to encourage partnership opportunities for Nexos participants. In addition to the organized tour program, they will be setting up hospitality functions, introducing individual companies to appropriate outdoor reps and arranging customized visiting programs.

Highlights of the tour include a **Sport (Ski) Expo** in Helsinki and the **Banff Mountain Film** festival in Copenhagen where a booth may be available to display Canadian gear.

Pre-mission assessments of product potential in Finland, Sweden, Norway or Denmark are available by contacting the individuals listed below. As well, information regarding potential PEMD sources of financial assistance to help companies attend the mission is posted at www.infoexport.gc.ca/outreach/itc-e.asp or can be obtained from a local ITC representative.

Scandinavia — a lot like Canada

In Scandinavia, as in Canada, the outdoors is a natural arena for sport and

and the outdoors. Indeed, one third of Swedes belong to some form of sports association.

In winter, almost everyone is outside, either on the slopes cross-country or downhill skiing or skating. Long distance skating, popular for decades, is attracting a growing number of enthusiasts. In summer, the region's waterways offer opportunities for sailing, kayaking and canoeing. Swedish law even stipulates that all land must be freely accessible, no

fax: (011-45) 3348-3221, e-mail:

tania.groth@dfait-maeci.gc.ca

Web site: www.canada.dk

- Astrid Haaeman, tel.: (011-45) 3348-3251, e-mail: astrid.haaeman@dfait-maeci.gc.ca

Other embassy contacts:

- Maria Stenberg (Sweden), e-mail: maria.stenberg@dfait-maeci.gc.ca
- Johan Nyman (Finland), e-mail: johan.nyman@dfait-maeci.gc.ca
- Bjorn Hansen (Norway), e-mail: bjorn.hanssen@dfait-maeci.gc.ca ❄️

Contract awarded

JAKARTA OPENING PAINTS ROSY FUTURE FOR BÉTONEL

Montreal-based **Bétonel Ltée** and Indonesian partner P.T. Putramataram Coatings International opened their first branch last May in Jakarta. The new venture **Bétonel Indonesia** hopes to expand to over 20 stores across Indonesia (target market size 20 million people), generate about \$1 million in revenue and sell around 25,000 gallons of paint per store. That's enough paint to cover the Eiffel Tower entirely 40 times, each store twice. Canada's former Ambassador Ken Sunquist, who officially opened the new store, lauded the partners for their confidence in the Indonesian consumer market. He also highlighted the fact that Canadian investment in Indonesia has returned to pre-crisis levels over the past year.

For more information, contact



Ambassador Ken Sunquist (left) officiating at the opening with **Bétonel Indonesia** President Freddy Pankey.

Paul Desjarlais, **Bétonel**, tel.: (514) 277-2095, Web site : www.betonel.com or the Canadian Embassy, Jakarta, e-mail: jkrta-td@dfait-maeci.gc.ca ❄️

Gingered carrot consommé with smoked salmon and spiced shrimp roll, warm salad of Flintshire Farms pheasant, pecan-crust rack of Ontario pork loin with winter fruit stuffing and apple-cidre jus... These were a few of the exquisite menu items of the five-course gala dinner, featuring Canadian foods and wines, that was prepared by a team of Ontario and Japanese chefs working together at the Niagara Culinary Institute of Niagara College this April. The enthusiastic response of the Japanese chefs, winners of the 8th annual Canadian Culinary Cup, brought ample — and tangible — evidence of the exportability of Canadian foods and wines.

Niagara "learning holiday"

JAPANESE CHEFS GET YEN FOR CANADIAN FOODS



Accompanied by Senior Chef Tokio Kamimura of the All Japan Cooks Association (AJCA), the three contest winners — Chef Masahiro Fujita of the Royal Hall Yokohama, Chef Hitoshi Nishimiya of Tokyo's Royal Park Hotel, and Chef Ms. Sumie Shinohara, Chief of the teaching staff at the Tokyo Seishin Cooking College — arrived in Ontario on April 21 for their contest prize, a week-long "learning holiday," hosted by the Niagara Culinary Institute at Niagara College, in Niagara Falls.

The three chefs were the finalists in the 8th Annual Canadian Culinary Cup, held in Tokyo last October by the Canadian Embassy in Japan in conjunction with the AJCA. The Cup is part of the Department of Foreign Affairs and International Trade (DFAIT)'s Culinary Discoveries Program, which is successfully promoting Canadian agri-food and beverage products to the Japanese market.

Niagara culinary attractions

The jam-packed week included tours of local farms and wineries; product presentations from Canada Pork International, the Ontario Commercial Fisheries Association and Flintshire Farms of Kingston; and gourmet meals at well-known local restaurants. The week culminated with the gala dinner, served — to standing ovation — at the Institute's Kerrio Room.

"I had bought products I thought we'd use, and roughly planned the menu, but the other Institute chefs and I let the Japanese chefs take the



The team of Japanese guest chefs and chefs from Niagara Culinary Institute show off their Gala Dinner dessert. From left to right: Mary Moore, Sumie Shinohara, Vincenza Smith, Masahiro Fujita, Tokio Kamimura, Mark Hand and Hitoshi Nishimiya.

lead so that it was their presentation, their flavour," explains Mark Hand, Corporate Chef and Food and Beverage Manager of the Niagara Culinary Institute, who spent the entire week with the Japanese guests, both in and out of the kitchen.

Tangible proof of export potential

The week proved to be a learning experience for not only the Japanese participants, but also the Canadians. "I had a preconception that our products wouldn't be as good as theirs," admits Hand. "But watching the faces of the chefs as I showed them the produce we would be working with made it very clear that we are blessed

to have what we have in Canada. They loved our products."

The chefs' appreciation for Canadian foods and wines has significant implications for Canadian export opportunities. "They're like rock stars in Japan," says Hand of Japanese chefs. "They have such a high profile that if they adopt a certain product, its popularity will spread and it will sell quickly."

In fact, during the week, the Senior Chef of the AJCA made arrangements to have Flintshire Farms' pheasant used in this fall's Culinary Cup, and the chefs asked for more information on whitefish — a product with surprise export potential.

Program forges international ties

This year is Niagara College's first year hosting the "learning holiday" portion of the Culinary Discoveries Program — participation that dovetails well with the College's own international involvement: it has managed and co-ordinated projects in over 30 countries over the past six years, and signed agreements on the Team Canada Trade Mission to Beijing, Shanghai and Hong Kong this past February.

"We see education as a highly marketable commodity," explains Martha Casson, Vice-President of Enterprise and Student Services. "This celebration of culinary success, married with the showcasing of Canadian food and wine, is one more way for us to forge international relationships."

For more information, contact Kyla Pennie, International Projects Specialist, Niagara College, tel.: (905) 735-2211, ext. 7805, fax: (905) 735-2413, e-mail: kpennie@niagarac.on.ca Web site: www.niagarac.on.ca or Robert Lazariuk, Japan Division, DFAIT, tel.: (613) 992-6185, fax: (613) 944-2397, e-mail: robert.lazariuk@dfait-maeci.gc.ca 🌟



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SOUTHEAST ASIA — November 4-16, 2001 — Take advantage of an excellent opportunity to explore the oil and gas market in Southeast Asia by taking part in a trade mission this fall. This area contains some of the richest and most extensive oil and gas deposits on the planet. The mission will be anchored by **ASCOPE 2001 (November 5-8)** <www.ascope2001.com/> in Kuala Lumpur — a large national petroleum exhibition and conference that is held only once every four years.

After **ASCOPE**, the mission proceeds to Bandar Seri Begawan, the capital of Brunei, and then to Jakarta, Indonesia. At each destination, the Canadian companies will participate in a series of matchmaking and networking events and meetings with key local officials and Canadians with experience in the market.

This mission offers a variety of opportunities:

- **MALAYSIA (Nov 4-10)** has proven

gas reserves of 81.7 trillion cubic feet, with planned investments of over US\$13 billion in the oil and gas industry in 1998-2003.

conversion and transmission, and plans exist to construct a pipeline through Southeast Asia to supply China and India.

Oil and gas

Trade mission to Southeast Asia

- **BRUNEI (Nov 11-12)** has two Canadian oil and gas joint ventures already operational. Opportunities exist for downstream processing of oil and gas products and sales of oil production equipment and machinery.
- **INDONESIA (Nov 13-16)** requires technologies for natural gas

For more information or to find out about financial assistance that may be available, contact Barbara Tink, Trade Commissioner, Southeast Asia Division, DFAIT, tel.: (613) 992-0959, fax: (613) 944-1604, e-mail: barbara.tink@dfait-maeci.gc.ca Web site: <http://infoexport.gc.ca/> 🌟

Trade mission to India — *Continued from page 1*

Energy: oil and gas; hydro

Recently, **NOVA Chemicals** of Calgary entered into new technology licensing agreements with Reliance Industries and the Gas Authority of India Ltd., collectively worth upward of US\$50 million. In addition to a \$3.2 million contract with the Gas Authority of India Limited (GAIL) in 1997, Calgary-based **Global Thermolectric Inc.** was awarded a follow-on contract with GAIL valued in excess of \$19 million. **SNC-Lavalin**, a long-time participant in the Indian power sector, continues to actively pursue hydro projects as do **GE Hydro** of Montreal and **Foundation Company** of Scarborough. Collectively, Canadian companies account for 10 percent of installed hydro-electric capacity in India.

Transportation and infrastructure

International Road Dynamics of Saskatoon, a producer of traffic management and monitoring systems, has secured contracts for automated toll audit systems. While **Dynaire** of Richmond B.C. is pursuing equipment

sales related to the construction of highways in India, Mississauga-based **Chalmers Suspension International Inc.** and **Jaycee Coach Builders Ltd.** of Chandigarh have formed a joint venture to manufacture hi-tech rubber spring suspensions systems. **CANAC** of Montreal is pursuing the Indian railway safety market.

Environment

R. V. Anderson Associates Limited of Toronto has been awarded an \$8 million World Bank funded contract to undertake a two-and-a-half-year study of the sewage operation and maintenance system of Mumbai. Approximately twenty other Canadian companies, such as **Vaughan Engineering** of Halifax and **ADI Engineering** of Fredericton, have ongoing or completed environment projects in India. The total market for environmental products is estimated at US\$ 3.1 billion and is expected to increase to US\$ 7 billion by 2010.

And so much more...

Opportunities in India far exceed

the priority sectors listed above and are often realized through joint ventures, with initial introductions frequently made through the Commercial Counsellor at the Canadian High Commission.

This mission is an excellent opportunity to introduce participants to the vibrant Indian market while promoting Canadian products, services and technologies. Members of the business delegation will have the opportunity to strengthen local business partnerships, meet new clients, enhance their companies' overall visibility in India and bring business agreements to fruition.

For more information, visit: www.tcm-mec.gc.ca or call (613) 995-2194. 🌟



Secretary of State (Asia Pacific) Dr. Rey Pagtakhan invites Canadian franchisers to participate in a franchising trade mission to Southeast Asia which he will lead from September 12-21, 2001.

franchising events: **Franchise Asia 2001** in **Manila** from **September 12-16** and **Global Franchising 2001** in **Singapore** from **September 19-21**. The dovetailing of these two trade shows will give participants an oppor-

The Canadian Embassy in Manila has prioritized this sector because of the potential for Canadian companies.

Singapore's franchising market also reflects this phenomenal growth and provides the additional benefit of attracting franchisees from Indonesia and Malaysia. The Canadian High Commission is ensuring that the mission participants lock into the sectoral growth in the region.

The Department of Foreign Affairs and International Trade (DFAIT) and Agriculture and Agri-Food Canada (AAFC) have organized Canada Pavilions at both trade events to showcase Canadian participants and are fully committed to supporting this mission.

More information about the trade shows is available at **Franchise Asia 2001/Manila: www.franchiseasia2001.com** and **Global Franchising 2001/Singapore: www.gfranchising.com**

For more information, contact **Jai Mathu**, Senior Trade Commissioner, Southeast Asia Division, DFAIT, tel.: **(613) 995-7659**, fax: **(613) 944-1604**, e-mail: jai.mathu@dfait-maeci.gc.ca 🌟

Franchising trade mission to the Philippines and Singapore

Canada is a global franchising player, second only to the United States. Canadian franchisers have found a firm and lucrative foothold in Southeast Asia, and companies like **Beavertails**, **Saint Cinnamon**, **Cinzeo**, **Yogenfruz** and **Country Style Donuts** are already reaping the rewards of their vision.

Participants in the mission will take part in Asia's two major international

tunity to assess the Southeast Asian market and to develop regional market knowledge and contacts, potentially forming partnerships in the regional business community.

Franchising in Southeast Asia is taking off. In the Philippines alone, the number of franchises has expanded from around 50 in 1994 to over 500 today. A quarter million visitors are expected to visit **Franchise Asia 2001**.

Export Awards — Continued from page 1

"This year's finalists are certainly continuing this tradition, having distinguished themselves in the knowledge-technology, food, manufacturing and service industries."

Minister Pettigrew also acknowledged the involvement of sponsors in the 2001 Canada Export Awards. "The sponsors' commitment enables us to celebrate the achievements of our exporters and to further encourage Canadian firms to expand their activities on export markets," said Mr. Pettigrew.

The following sponsors will join the Department of Foreign Affairs and International Trade in celebrating the success of Canadian firms: **Export Development Corporation (EDC)**, **Pratt & Whitney**, **Canada Economic Development for Quebec Regions**, **Sun Life Financial**, the **National Post**, and

Canadian Manufacturers & Exporters.

The finalists for 2001 from East to West are:

NEWFOUNDLAND

- Grand Atlantic Seafoods, St. John's

NOVA-SCOTIA

- Mermaid Theatre of Nova Scotia, Windsor
- The Shaw Group Limited, Halifax

NEW BRUNSWICK

- Spielo Gaming International, Dieppe

QUEBEC

- Accessair Systems Inc., Ste. Catherine
- Fieldturf Inc., Montreal
- Groupe ADF Inc., Terrebonne
- LAUZON, Distinctive Hardwood Flooring, Papineauville
- R/D Tech Inc., Quebec City
- Thorburn Equipment Inc., Pointe-Claire
- VisuAide Inc., Longueuil

ONTARIO

- Entrust Technologies Inc., Ottawa
- Lakefield Research Limited, Lakefield
- Normerica Inc., Toronto
- Northern Digital Inc., Waterloo
- Open Text Corporation, Waterloo
- Teknion Corporation, Toronto
- The Pressure Pipe Inspection Company Ltd., Mississauga
- Wescam, Burlington

SASKATCHEWAN

- Kitsaki Meats Limited Partnership, La Ronge

ALBERTA

- Alterna Technologies Group Inc., Calgary
- Global Thermoelectric Inc., Calgary
- Matrikon Inc., Edmonton
- SMART Technologies Inc., Calgary

BRITISH COLUMBIA

- Fincentric Corporation, Richmond

For more information on the 2001 Canada Export Awards, visit: www.infoexport.gc.ca/awards-prix 🌟

Upcoming trade shows and conferences

For the full details on the following events, see **Canadexport** on-line at www.infoexport.gc.ca/canadexport and click on either "Trade Fairs and Missions" or "Conferences/Seminars/Meetings."

TORONTO, ONTARIO — September 19, 2001 — The second **Canada-Colombia Business Forum**, hosted by the Canadian Council for the Americas and the Canada-Colombia Chamber of Commerce, is a follow-up to last year's highly successful event held in Bogotá. The Canadian and Colombian Ministers for International Trade are scheduled to attend.

VANCOUVER, B.C. — October 11-12, 2001 — The second annual **Asia Pacific Summit**, organized by the **Asia Pacific Foundation of Canada**, will offer insights into the challenges of doing business in Asia and the best strategies for this dynamic region. On hand will be business leaders, senior policy makers, ambassadors and research experts from both sides of the Pacific.

BEIRUT, LEBANON — October 13-17, 2001 — The **Eighth Business Forum** to precede the **Summit of the Heads of State of La Francophonie** will bring together 800 business people from over 55 countries in the Francophone economic sphere.

LEIPZIG, GERMANY — October 24-28, 2001 — The **Leipzig Construction Fair (BauFach)** is one of Europe's leading building shows and covers the entire range of products, technologies, and services involved in residential, commercial and industrial construction. Germany accounts for over 25% of European construction volume, making it Europe's largest market for housing and building products. (For a detailed list of trade shows in Germany until 2002, see www.infoexport.gc.ca/canadexport)

HAVANA, CUBA — October 28-November 4, 2001 — Cuba's largest trade fair, the **Havana International Trade Fair (FIHAV)**, is multisectoral and includes the tourism; power and electricity;

transportation; agriculture and food sectors. Last year's event attracted 1,400 exhibitors from 62 countries and 200,000 visitors.

CAIRO, EGYPT — November 6-9, 2001 — The **Middle East Power and Energy Exhibition and Conference (ELECTRIX)** is the leading annual electrotechnical, power, solar and renewable energy event in the Middle East and North Africa.

CHICAGO, ILLINOIS — November 11-13, 2001 — The **Private Label Manufacturers Association (PLMA) Show** is the premier annual exhibition for North America's private label grocery products trade.

ANTOFAGASTA, CHILE — November 20-24, 2001 — **Exponor 2001**, a major international mining trade show, will take place in the heart of Chile's mining region.

PADOVA, ITALY — November 28-December 1, 2001 — **Bionova** is the only Italian exhibition dedicated to health-related biotechnology and bioengineering. The Canadian Consulate General in Milan is planning a number of activities to promote partnering of Canadian and Italian and international biotech companies. **Deadline for registration: September 30.**

ROTORUA, NEW ZEALAND — March 12-16, 2002 — The **Forest Industries International Conference and Exhibition** is New Zealand's largest forest industry event. New Zealand is becoming an international leader in plantation forestry, and the industry will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

Come and meet us!



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Members of the Canadian Trade Commissioner Service from the United States, Latin America, Europe, Middle East and the Asia Pacific region will be attending the **Aerospace Industries Association of Canada's Annual General Meeting** (www.aiac.ca/about/calendar/events/AnnualGeneral.html) in Toronto, September 30-October 1, 2001. Meet them and learn about export opportunities for aerospace products and services in foreign markets.

For more information, contact Mark Richardson at (613) 996-3644 or e-mail AIAC@dfait-maeci.gc.ca

Access our aerospace industry market reports and network of professionals at:

www.infoexport.gc.ca

TORONTO, ONTARIO — April 17-19, 2002 — The **Chinese Business Expo and Conference**, the first such trade event in Canada, is a follow-up to the 2001 Team Canada mission to China, and will highlight opportunities for trade with China and for investment or business development in Canada. 🌟

Upcoming cultural events

VISUAL ARTS

BERLIN, GERMANY — October 3-7, 2001 — Art Forum Berlin is one of the most avant-garde international art fairs.

TORONTO, ONTARIO — October 11-15, 2001 — The Toronto International Art Fair will feature Impressionist art as well as focus on the latest developments in the international art scene.

FILM, VIDEO, TELEVISION AND BROADCASTING

TORONTO, ONTARIO — September 6-15, 2001 — The Toronto International Film Festival and Trade Forum is the second largest film festival in the world, rivalled only by Cannes, and draws decision makers from around the world.

HALIFAX, NOVA SCOTIA — September 14-22, 2001 — The Atlantic Film Festival showcases a collection of short and feature length Canadian and international films. This year, the Strategic Partners Conference (September 15-17) will focus on Spain and Latin America.

CANNES, FRANCE — October 8-12, 2001 — The International Film and Program Market for TV, Video, Cable and Satellite (MIPCOM) features content for the television industry.

MONTREAL, QUEBEC — October 11-21, 2001 — The Montreal International Festival of New Cinema and New Media is a unique event showcasing *cinéma d'auteur* and digital creations.

VANCOUVER, BRITISH COLUMBIA — September 26 - October 12, 2001 — The 16th Annual Vancouver International Film Festival and Trade Forum attracts some of the world's leading experts on film and television. 135,000 people are expected to attend 400 screenings of 300 films from over 50 countries.

CONTEMPORARY CRAFTS

CHICAGO, ILLINOIS — October 4-7, 2001 — SOFA Chicago is one of the finest international exhibitions dedicated to contemporary decorative and fine art.

MULTIMEDIA

MONTREAL, QUEBEC — October 3-5, 2001 — At the 8th Marché International du Multimédia (MIM), IT professionals and policy makers can learn about the latest technologies, build strategic alliances, meet investors and establish international contacts.

BADDECK, NOVA SCOTIA — October 10-13, 2001 — The Baddeck International New Media Festival draws a wide range of creators, buyers and sellers of new media content for a weekend in the beautiful resort town of Baddeck.

BOOK PUBLISHING

FRANKFURT, GERMANY — October 10-15, 2001 — The annual Frankfurt Book Fair is the largest and most important event in the publishing industry, particularly for international rights and licences. Over 120 Canadian publishers and agents will attend.



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3. capital projects bidding (up to \$50,000)

For more information, contact the International Trade Centre (ITC) in your area or visit our Web site: www.infoexport.gc.ca/programs-e.asp

(See the PEMD announcements in the July 3 and July 16, 2001, issues of *CanadExport*.)

GUADALAJARA, MEXICO — November 24-December 2, 2001 — The Guadalajara International Book Fair (FIL) is the leading publishing event in South and Central America and a cultural highlight of Western Mexico.

For more information, contact the Arts and Cultural Industries Promotion division, DFAIT, tel.: (613) 944-ARTS, Web site: www.dfait-maeci.gc.ca/arts 🍁

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: **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 Internet site at www.dfait-maeci.gc.ca

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