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SUCCESS IN THE CULTURAL SECTOR
(See insert.)

The table is set for next March

FOODEX Japan

*J*apan is by far the world's largest net importer of agri-food and fish products, and represents Canada's second-largest agri-food and fish export market. Canadian exports to Japan, particularly processed food products, are expected to continue to grow.



FOODEX is Japan's premier annual food promotion event and the largest food trade fair in Asia. At FOODEX 2001, 2,375 exhibitors from 67 countries exhibited their products and services to 93,637 industrial professionals representing Japan's and Asia's major food and beverage industry players. Exhibitors in the Canadian pavilion reported excellent results.

The 27th International FOODEX will be held March 12-15, 2002,

near Tokyo at the Nippon Convention Centre (Makuhari Messe). DFAIT and Agriculture and Agri-Food Canada will be co-ordinating a Canadian pavilion at FOODEX 2002 for the 21st year. Canadian companies are invited to join Canada's team at this exciting promotional event — Canada's national stand was sold out last year!

For more information on exhibiting (deadline October 19) or attending, contact Rob Lazariuk, Trade Commissioner, DFAIT, tel.: (613) 992-6185, fax: (613) 944-2397, e-mail: robert.lazariuk@dfait-maeci.gc.ca or check out the information on DFAIT's Ni-Ka Web site: www.dfait-maeci.gc.ca/ni-ka (click on "Business Development" and scroll half-way down to "Agriculture and Agri-Food").

New Asia Pacific Business Network

APBN on a membership drive



The Asia Pacific Business Network (APBN) is going on a membership drive. An initiative of the Asia Pacific Foundation of Canada (APF Canada), the recently formed APBN is offering Canadian companies one-stop access to three major international Asia-Pacific business networks, as well as to APF Canada's own expertise and business intelligence. APF Canada invites Canadian businesses active in the

region to join this high-powered umbrella network, designed to give them a competitive edge in the fast-changing Asia-Pacific region.

Based in Vancouver, APF Canada is an independent, not-for-profit organization that is Canada's only private-sector think tank on Asia and Canada-Asia relations. The Foundation also

Continued on page 3 – The Asia Pacific



Message from the Director General

Dear readers:

I am delighted to announce that Suzanne Lalonde-Gaëtan has been appointed Editor-in-Chief of CanadExport. She succeeds Bertrand Desjardins, who has accepted the position of Commercial Counsellor at the Canadian Embassy in Cairo. She has varied experience in international trade, as well as in other sectors of activity of the Department of Foreign Affairs and International Trade both in Ottawa and abroad. I am confident that her enthusiasm to carry on Bertrand's initiatives will help us continue the tradition of excellence of CanadExport.

I would like to take this opportunity to thank you, our readers, for your ongoing interest in CanadExport. For many years now, our Department has undertaken to provide you with useful information on foreign markets and our trade development activities. Your comments are important to us; we want this newsletter to fully meet your expectations.

I invite you to consult canadexport on-line, our electronic newsletter launched in October 2000, at www.infoexport.gc.ca/canadexport. It gives you quick access to information and offers an even wider selection of articles.

I am pleased as well to include highlights of our recent readership survey (see below). For a more detailed report of the survey, visit the above Web site. The results are highly encouraging but there is still room for improvement. We look forward to your input.

Richard Lecoq
Director General
Communications Bureau, DFAIT

CanadExport readership survey highlights

Key publication results

- The majority of survey participants consider the publication useful and a strong majority would recommend it to their business colleagues (92%).
- Strong usefulness ratings for most of the publication's content, including content focusing on specific geographic areas or industry sectors.
- Quality of writing, ease of understanding and publication format received "excellent" ratings.
- Lower satisfaction with "average lead time being offered."
- Most encourage continued complete funding of the publication by DFAIT (65%).
- The majority prefer to receive a hard copy of the publication through the mail (73%).

Key Web site results

- Nearly half of survey participants access canadexport on-line:
 - △ The majority consider the Web site useful.
 - △ 94% would recommend it to their business colleagues.
- Very high usefulness ratings for most of the Web site content evaluated in the survey.
- Relatively lower usefulness for PDF files and longer versions of articles (but still high)!
- The majority of users consider the Web site and search engine easy to use.
- 1 in 4 users spend more time on the Web site than in using the publication. ❄

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CanadExport

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acts as the Canadian Secretariat for the top three multilateral business networks covering 26 Pacific economies: the Pacific Basin Economic Council (PBEC), the Pacific Economic Cooperation Council (PECC), and the APEC Business Advisory Council (ABAC).

To simplify what APBN Director Sue Hooper calls the “alphabet soup” of these Asia-Pacific organizations — of which only PBEC is business-membership-based — APF Canada launched the APBN umbrella network in April. [See *CanadExport* vol. 19, no. 10, p. 14] Providing access to PBEC, PECC and ABAC, the network offers Canadian businesses a rich source of information, expertise and contacts, as well as a voice in multilateral policy issues at the World Trade Organization (WTO) and Asia-Pacific Economic Co-operation (APEC) levels.

One-stop access

“We’re the only Asia-Pacific economy to offer one-stop access to these

three organizations through an umbrella network,” says Hooper, stressing that the umbrella network is more than a business networking entity. “The APBN is also about getting the Canadian view heard at the WTO and APEC levels, so it tends to

Council (ABAC). “We are essentially giving APBN members a voice in APEC through the ABAC members, who are discussing high-level issues with APEC leaders,” Hooper explains.

In addition, APF Canada arranges for members to have policy consul-

The Asia Pacific Business Network

be more appropriate to medium-sized and larger companies that have the resources to dedicate to multilateral issues.

The APBN, which currently has 50 members and anticipates doubling that number through its current recruitment drive, offers three levels of membership: Corporate, Small Business and Chairman’s Circle.

Myriad member benefits

The benefits to members at every level are numerous. All APBN members receive automatic membership in PBEC (an association of 1,100 senior business leaders of major corporations throughout the Pacific Rim) and PECC (a partnership of business, government and academia focusing on trade, investment and economic development policy issues).

“Our members also participate on the working committees of these organizations and are therefore meeting their peers in an international setting, not to mention having a say in the APEC regional economic policy process,” explains Hooper.

High-level policy consultations

APBN members also receive unique opportunities for ongoing policy consultations with Canada’s three senior business executives who sit on the APEC Business Advisory

tations with the Minister of International Trade and senior officials from other federal departments. “We see the APBN as a channel to government on pan-Pacific policy issues,” says Hooper.



For Chairman’s Circle members, APF Canada arranges three or four private roundtable meetings with Asian and Canadian business and government

leaders, and gives one annual pre-departure briefing.

Wealth of business intelligence

APF Canada, a source of Canada-Asia economic and political policy expertise, also provides APBN members with up-to-the-minute business intelligence, including its Weekly News Analysis and Quarterly Economic and Political Outlook. The Foundation can also provide members with the letters of introduction that are so important in Asia-Pacific countries

For more information, contact Sue Hooper, Director, tel.: (604) 641-1203, fax: (604) 681-1370, e-mail: sue.hooper@apfc.apfnet.org

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on “Business chambers/Associations”)

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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 Film and Television Production Market

Favourable conditions in Australia's film and television production market are drawing worldwide attention. The success of Australian-made blockbusters like *The Matrix* and *Moulin Rouge*, the country's desirability as a cost-efficient film location, and new pay TV legislation have triggered the spotlight.

According to the Australian Film Commission (AFC), film and television production activity in Australia jumped 54%, from \$534 million in 1996/1997 to \$825 million in 1999/2000.

Market Overview

Australia ranks 16th in the world's top feature-film producing countries and relies on government support to maintain current production levels. Foreign producers are attracted by the high quality of Australian crews,

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See insert for your Arts and Cultural Industries contacts in the Asia-Pacific region.



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technicians, actors and easily accessible film locations, from desert to rainforest. The significant increase in the number of foreign films and television programs shot in Australia is also attributed to the country's studio facilities. Two major studio complexes, Warner Roadshow Movie World Studios in Queensland and the new Fox Studios in Sydney, handle most of the higher budget foreign productions. The Fox studio facility is expected to contribute an additional \$103.8 million in film production and provide 6,900 jobs in its first few years.

Although the total number of films screened annually in Australian cinemas has decreased slightly, Australians frequent the cinemas more often than Canadians and watch mostly American movies. In 1999, close to 70% of all new movies released in Australia originated in the U.S. with Australian films accounting for 9%. Instead of sating the demand, the introduction of pay TV in 1995 and digital TV in 2000 is expected to stimulate demand for more film and video production.



Australian pay TV legislation specifies only 10% local content, which leaves 90% of programming commercially available for income.

Canada-Australia Co-production

In 1990, the governments of Australia and Canada signed a Films Co-production Agreement. Canadian producers engaged in an Australian

co-production are eligible for benefits such as investment by the AFC, income tax concessions, temporary residence status, and exemption from import duties and taxes on cinematographic equipment. Some Canada-Australia co-productions to date include *The Black Robe*, *Beastmaster*, *The Lost World* and *Map of the Human Heart*.

Broadcasting

The country has five free-to-air television networks. Two are publicly-owned national services, the Australian Broadcasting Corporation (ABC) and the Special Broadcasting service (SBC), and three are privately-owned commercial networks. In addition, there are three pay-TV services and a variety of community-based services including Impartji, an Aboriginal service. Canada's CanWest Global Communications Corp. owns Australia's Network Ten, and Alliance Atlantis has a regional office in Sydney.

Opportunities

Demand for productions featuring multimedia and computer animation is expanding so quickly that the Australian market has been unable to meet it. Besides animation

and feature films, opportunities in this market are predominantly co-productions in series, serials, and TV dramas.

A trade mission to Australia and New Zealand set for November 2001 has been organized for Canadian producers and key policy makers.

See Potential?

To learn more about this market, read *The Film and Television Production Market in Australia* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site:

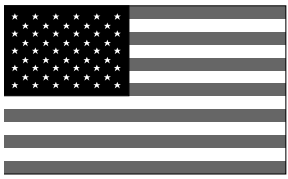
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The Film and Television
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The U.S. Connection

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Canada at BIO2001

Canada took San Diego by storm in June, with hundreds of delegates, dozens of booths and frequent events held throughout **BIO2001** (www.bio.org/) — the **International Biotechnology Exhibition and Convention**. The offices of the Canadian Trade Commissioner Service (TCS) played a key role in our government's hosting of a series of business networking opportunities during the show. Canada is looking forward, building toward **BIO2002** in Toronto.

Billed as the world's largest biotech event, the theme of BIO2001 was "Partnering for Life". More than 300 Canadian organizations were in attendance — government, non-governmental organizations, economic development agencies and private sector companies — as well as over 80 companies and research organizations that were exhibiting at the Canadian Pavilion. In total, there were more than 600 Canadian delegates at BIO2001.

Peter Harder, Deputy Minister of Industry Canada (www.ic.gc.ca) and a BIO2001 attendee, said Canada is committed to expanding biotech. He cited such funding measures as \$300 million for genomic research and nearly \$1 billion to endow additional chairs at universities, raising the number from the current 169 to 2,000.

"We've had tremendous growth," said Harder. "Two years ago biotech companies reported revenues of just under \$2 billion; we're projecting \$5 billion this year". This sector's R&D expenditures have also grown from \$850 million to \$1.5 billion.

Canadian-led programs

The Department of Foreign Affairs and International Trade, working closely with Trade Team Canada Bio-Industries and other sponsors, hosted a variety of programs and events. Included among them were the Client Management Initiative (CMI), a reception, a Venture Capital dinner, the Canadian Springboard event, as well as Israeli and Australia/New Zealand partnering events, all of which were rated very highly by participants.

The Client Management Initiative paired U.S. Business Development Officers with particular Canadian companies in the biotechnology field, an effort that was welcomed by industry representatives. Companies attending BIO2001 that are already doing business in the U.S. marketplace, or that expect to be in the near future, will most likely focus on R&D collaborations and joint ventures.

The CMI gave smaller companies personalized attention and opportunities, allowing them to make the most of this international venue. Companies on the receiving end

of this attention remarked that the lists and profiles of potential partners in the U.S. were extremely valuable to them. For smaller companies in particular, being provided with such a rich source of contacts and information at no cost is a terrific benefit in a fiercely competitive market.

The Canadian Springboard Program assisted newer companies with their business case presentations before they met with potential partners at other events. Aimed at encouraging and supporting young companies at the trade show, Springboard was hosted by the Canadian Consulate General in Los Angeles and the Canadian Consulate in San Francisco, in partnership with the University of California at San Diego's **UCSD CONNECT** (www.connect.org/) program. Participants later said it was an "extremely valuable tool for Canadian companies seeking to improve their message to potential funders".

Rick Savone, Business Development Officer with the Canadian Trade Office in Princeton, New Jersey, commented: "Not only do major events such as BIO give officers the opportunity to have partners from both sides of the border in the same room, but we are able to capitalize on a particular readiness that has companies preparing for match-making at this special event."

Over 80% of international exhibitors polled already plan to attend BIO2002 in Toronto, bringing a world of opportunity to the doorsteps of Canadian business.

Continued on page 7

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.

There are thirteen U.S. offices with Trade Commissioners working in the biotechnology sector. In the past year alone, officers fielded requests for market information and intelligence, offered general advice, provided trade lead referrals and helped organize promotional events. These offices also help attract foreign investment to Canada, help Canadians form alliances with foreign companies and assist with access to R&D opportunities. Finding local agents, importers and distributors, addressing trade barriers and resolving trade disputes also count among their services provided.

Polling the show

An electronic poll of Canadian exhibitors and visitors to the Canada Pavillion was conducted during the show.

Exhibitors were overwhelmingly pleased with the identification of new markets and sales leads, with the new information obtained and with their presence and visibility at the event. Most companies credited their attendance at BIO2001 with providing them a greater potential for sales, partnering or entering a business relationship during the event and over the coming year.

Visitors to the pavilion came looking for industry information, for a strategic alliance or partnership, to learn more about Canada and our business capabilities, and to see new R&D. Three quarters of the visitors worked in the biotechnology industry

and were from small- and medium-sized companies, and most of these were from the R&D, consulting and manufacturing fields.

BIO2002

Feedback from participants indicated an eye toward the future and specifically BIO2002 in Toronto.

This gives Canadian exhibitors and attendees an extra sense of long-term

vision, appreciating that contacts made in San Diego can lead to further success stories in Toronto. You can expect to see the stars of BIO2001, those “eye-catching” Mounties in full-dress uniform, when BIO comes to Toronto.

For more information, contact Diana Nichols Nelson, U.S. Business Development Division, DFAIT, tel.: (613) 944-5912, e-mail: diana.nicholsnelson@dfait-maeci.gc.ca ✨

BIO2001	
Exhibitors <i>[83.3% from companies with <150 staff]</i>	% of those polled
Export Involvement:	
Not Currently Exporting	60
Exports < 50% of sales	35
U.S. Marketplace Involvement:	
R&D Collaboration	58.3
Joint Ventures	48.3
Visitors to Canadian Pavilion	
Country of Origin:	
U.S.	55
Western Europe	18
Canada	11
Australia/New Zealand	5

E-health partnering opportunity

Informed Care, a Florida-based firm, is seeking strategic partners. This company provides services and software applications for e-health education and delivery worldwide. It has partnered with NGOs and government organizations in the areas of telemedicine, distance consulting, disease management, and conversion of existing knowledge and training material into digital format for distribution on CD-ROM and over the Internet.

Informed Care's Client Server Network will add value and competitive advantage to Canadian companies working with CIDA or in the private sector to do the following:

- Assist in the design and adaptation of technology to meet educational and care-giving goals within the limitations of the infrastructure at the point of care.

- Implement the program and coordinate all necessary resources to meet the objectives of training and care-giving.
- Supply appropriate software for multimedia medical records, distance consultation, capture of medical data, training for protocols and analysis of results.

For more information, contact Landon Hendricks, Vice-President, Marketing, Informed Care, tel.: (407) 865-7134, Web site: www.informedcare.com

Please copy all correspondence to Steve Flamm, Business Development Officer, Canadian Consulate General, Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: steve.flamm@dfait-maeci.gc.ca Web site: www.can-am.gc.ca/atlanta ✨

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.

Soucy International Inc. is a world leader in continuous rubber track systems for recreational, industrial, agricultural and military vehicles. The company's "seamless" technology also makes an appropriate

those risks; that was a key point in our getting the contract. CCC flies the Canadian flag and we benefit from standing under it."

For the last two years, Soucy has chosen to stand under CCC's Canadian

Continuous track of teamwork with CCC

Soucy International Inc.

metaphor for its relationship with the Canadian Commercial Corporation (CCC). Not only is Soucy choosing CCC as prime contractor for all its international contracts — including a recent \$2.2-million basic ordering agreement with a Swedish vehicle manufacturer — the Drummondville, Quebec-based company is also involving the Corporation in the agreements behind the agreements. The result is a continuous track of teamwork creating ever-increasing business opportunities for this pioneering technology firm.

Established in 1978, Soucy International started out as a manufacturer of rubber tracks for the snowmobile industry. In the late 1980s, the 300-employee, 100%-owned subsidiary of Soucy Holding Inc. diversified into industrial and military markets and now exports its SoucytrackR System and other innovative products from rubber, metal and moulded plastic to 15 countries around the world. One complete rubber band, the SoucytrackR System has a performance advantage over traditional metal tracks, which are linked by steel pins.

CCC flies Canadian flag

Soucy first approached CCC in 1994 to help finalize a contract in Singapore. "For a government-owned company to purchase from a small foreign company poses a lot of risks," explains Jack Jennings, Vice-President of Business Development. "In their presentation to be prime contractor and to provide contract guarantees, CCC eliminated

flag for all its international contracts. Its five-year basic ordering agreement (BOA) with Hagglunds Vehicle A.B. of Sweden is no exception.

Hagglunds is producing a new family of all-terrain armoured articulated vehicles for the British Ministry



National Defence Canada BV 206 vehicle equipped with SoucytrackR System.

of Defence (MoD). The BOA, signed in November 2000, calls for Soucy to provide its SoucytrackR System for 110 vehicles, with an option to provide the system for 150 more, should the MoD's requirements with Hagglunds increase. The opportunities for future sales are even larger, given the interest other potential military customers are demonstrating in the new vehicle.

Benefits include legal advice

Acting as prime contractor, CCC was involved in the project right from the lead stage. "Soucy looks to us for business guidance, through all the stages of a contract, and we're happy to provide it," says CCC Senior Project Manager Shirley Marion. "I have only good things to say about this company; they're growing tremendously."

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 pre-shipment 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

Soucy appreciates the many services it receives from CCC, including ironing out negotiation difficulties. "We've been ready to throw in the towel but CCC has been ready to keep going," says Jennings, whose long list of CCC benefits also includes legal advice, since Soucy has no internal legal services.

Marion, who has been working with Soucy since 1998, sums up the working relationship. "I consider us a team — CCC and Soucy working together. It's not always you get that sense from a company. It's an indication of how strong our relationship is. We've built that trust and confidence in each other over the years."

Teamwork behind teaming agreements

This teamwork approach is amply demonstrated by Soucy's inclusion and involvement of the Corporation in various teaming agreements it has for further developing its technology — including one with a U.S. vehicle developer and manufacturer for producing a new military tracking

Continued on page 9 — Soucy International

It is the end of summer and a good time to do a little reflecting, to think about the big picture instead of focusing on the myriad small issues involved in running a business. That is what I have been doing, in any event. And one thing I have been mulling over is how much the first impression potential clients in the global marketplace have of a Canadian company is shaped by the perceptions they have of Canada.

Of course, first impressions count for a lot in any business. But when you have to cross cultural barriers, not just vast distances but great divides in the way things are perceived, then the first take can all too easily become the last.

From my perspective as President and CEO of Northstar Trade Finance Inc., I know that Prime Minister Chrétien was onto something when he said that all too often he encounters among world leaders a very basic misunderstanding of Canadians. The idea persists out there that we are "still hewers of wood and drawers of water."

That is a perception that can put any Canadian manufacturer of high value-added equipment or products

at a crucial marketing handicap, slow down the sales pitch before it even gets started.

Getting across the right message

So we all have a stake in re-branding Canada, in getting some key messages out there.

is that the Canadian economy has moved away from its former reliance on commodities. As a share of exports, commodities fell from almost 60% in 1980 to about 30% in 1999.

Last year more than two thirds of Canada's exports were machinery, equipment and other high value-

Branding businesses Canadian, eh!

Xport files revisited

What kind of messages? The kind that will kindle curiosity about this country, create an appetite for learning more by letting the global business community know about some of the unusual achievements and accomplishments that are everywhere to be found in Canada.

Sure, we are known around the world for having abundant natural resources, and the reputation is fully justified.

But how much is known about our people, or quality of life?

Do global traders know that last year, for the seventh year in a row, Canada was ranked by the United Nations as the country with the best quality of life in the world? That is worth telling people about. So is the fact that for the fourth year in a row, Canada ranked first on the Gender Development Index. This measures women's progress in achieving the same levels of literacy, education, life expectancy at birth, and income as men. Underlying that achievement is the fact that the percentage of Canadian women who are professional and technical workers increased from 51.1% to 52.2%.

A knowledge-based economy

We have embraced the knowledge economy and globalization. In the parlance of industry, we have re-engineered and retooled. The result

added products. Further, knowledge-based services represent one of the fastest growing areas in our export mix.

My company is in a specialized business, providing medium-term financing in the \$100,000 to \$5 million range to foreign buyers of Canadian, and floor plan financing.

But we have partners that span the country: Bank of Montreal, Royal Bank of Canada, HSBC Bank Canada, National Bank of Canada and

CDP Capital International. The Government of British Columbia is also a shareholder. And all Northstar loans are insured by Export Development Corporation.

And maybe that's why I feel so strongly we can all benefit from talking up Canada, in markets around the world.

For more information on Northstar, contact Scott Shepherd, tel.: 1-800-663-9288, e-mail: s.shepherd@northstar.ca Web site: www.northstar.ca ✨



Scott Shepherd, President and Chief Executive Officer, Northstar

Soucy International

— Continued from page 8

vehicle, now in the final testing/commercialization stages. "CCC assisted us in the legal terms of the teaming agreement itself and in reviewing the agreement," explains Jennings. "We also had them include a clause stating that they will be involved as prime contractor in the event of a sale."

With such teamwork — and Soucy's continuing technological development and innovation — Soucy and CCC are right on track for continuous international business.

For more information, contact Jack Jennings, Vice-President, Business Development, tel.: (819) 474-6666, fax: (819) 477-9423, e-mail: jack.jennings@soucy-group.com Web site: www.soucy-group.com ✨

An expanding market

ICT in Slovakia

At US\$800 million, Slovakia's ICT market may indeed be smaller than that of the Czech Republic (see previous issue), but with annual growth at 16% and per capita spending in 2000 reaching US\$130, it's clear the market in this population of 5 million is catching up fast.

Market overview

Competition appears to be the new watchword, starting in 2000 with the acquisition of Slovak Telecom (ST) by Deutsche Telekom and the subsequent introduction of Integrated Services Digital Networks (ISDN) lines. In 2001, British Telecom BT and Irish E-Tel both launched operations in Slovakia focusing on data transfer and Internet services. With the end of ST's fixed-line monopoly on the horizon (2002), the state is setting up Energotel, a new company that will be using the existing network of optical cable along oil/gas pipelines to compete with ST. Energotel will likely be sold to a strategic investor.

Voice/data transfer — Despite the fact that fixed-line penetration is only 30%, the number of users for ISDN services has been growing quickly.

The state recently sold three operating licences for 26 GHz Fixed Wireless Access (FWA) /Point-to-Multipoint, a radio-based alternative to fixed-line high-speed data transfer. Holders of licences are Callino (www.callino.sk), GiTyCom Slovakia (www.gity.sk) and Nextra (www.nextra.sk). Tenders for 3.5 GHz FWA will be called later in 2001.

Internet/e-commerce/hardware/software — ICT hardware continues to be the big seller, despite the growing focus on solution development among users. In 2000, basic hardware accounted for 54% of the overall ICT expenditures, followed by services (31%) and software (15%). The share of software and services is expected to expand.

In 2000, Slovaks spent US\$106 million buying 156,000 PC computers (18% increase). They also purchased 88,000 printers (60% ink-jet; 28% laser, representing a 17% increase), 8,100 PC notebooks and 2,600 PC-type servers.

Although the number of Internet users has doubled each year, only 24% of Slovaks log on regularly, far behind Western rates. High fees,



both ISP and telecom, are to blame, however this situation is expected to ease when ST's monopoly ends — and competition increases — at the end of 2002. Major Internet service providers are ST, Nextra, Euroweb, Slovanet, Sanet and Eurotel.

Regardless of the increase in general Internet access, e-commerce in Slovakia remains stalled. Low Internet penetration and weak income levels kept the value of on-line transactions to a mere US\$3 million this year. On the other hand, electronic finance and business-to-business (B2B) applications, used by a number of Western firms and strong local companies in the region, appear more promising. Half of all Internet users do their banking on-line.

Mobile telephony — Predictions are that, by the end of 2001, 30% of Slovaks will own mobile phones. Indeed, the GSM 900/1800 MHz mobile telecom sector is the broadest in the country. The two mobile

network operators are Globtel (57%) and Eurotel (43%), with a tender planned for UMTS licences in 2002.

Opportunities

Although the U.S., Germany, France, the U.K. and Scandinavia already have a presence in Slovakia, the Internet boom, and the associated expansion in infrastructure, presents a number of opportunities for Canadian firms:

- The rising trend to share business resources over networks will spur the growth of B2B and the requirement for packaged application solutions. Banks are currently struggling to upgrade their retail networks and improve their e-finance technologies.
- Liberalization of the fixed-line market at the end of 2002 will generate a demand for technologies and encourage foreign investment in upgrades to the telecommunication and data communication infrastructure. Already, the market for imported equipment is estimated at US\$120 million (telephony), US\$50 million (radio transmission), US\$130 million (receivers) and US\$12 million (insulated optical fibre cable).
- Canadian companies may be interested in purchasing Energotel or acting as suppliers to the buyer.
- Canadian companies can participate in building the FWA networks by supplying equipment and technology to licence holders.
- Canadian investors may bid for the 3.5 GHz FWA Licences.

Market access

Choosing a local partner is as important in Slovakia as it is in the Czech Republic.

Useful Web sites

- Major ICT Trade Fair in Slovakia
COFAX: www.cofax.sk

Continued on page 11 – Slovakia's

First quarter results for 2001 clearly show that while infrastructure and engineering projects are the keystone of the Czech construction sector, more support for basic housing construction is needed.

Market overview

According to the Q1 results, both construction output and productivity were up, 11% and 15.8% respectively, largely attributable to the flurry of transportation and development projects undertaken by Czech companies. The proportion of exported construction work rose as well. Supporting the sector's growth were construction companies and companies involved in infrastructure and engineering projects — especially railways and city bypasses — with the value of such projects 31% higher than Q1 last year.

Foreign direct investment (FDI) almost doubled between 1998 and 1999, reaching US\$5.1 billion, the second-highest level in Central Europe after Poland. More than 25% was invested in construction projects for shopping centres, supermarket chains and hypermarkets.

At odds with this boom in mega-construction is the Czech housing shortage and the poor quality of home construction — typically panel block. Both quality and availability of housing in EU countries is better, with 460 dwellings per thousand people in 1999, compared to 365 per thousand in the Czech Republic. The Czech housing construction/GDP ratio is 1.6%, compared to an average 4.5% in the EU.

Housing policies are changing, but slowly, making it likely that the

average Czech citizen will be forced to endure the situation for the next few years. Government support is vital: several incentives, such as the Housing Fund for municipalities, have been launched to encourage investment. Other priorities include build-

Building materials in the Czech Republic

ing societies, mortgage loans, interest-free loans, and the repair and reconstruction of old panel blocks. Banks have recently responded to the demand for affordable mortgages with interest rates as low as 4.5%.

Opportunities and access

Key growth areas include wooden building materials, construction of supermarket chains, shopping centres and family homes and the renovation of older panel block homes. Interested Canadian firms are advised to choose a local partner, one who knows the ropes and can navigate Czech business practices, market characteristics and strategies, as well as the legal, financial and import procedures.

At present, Canadian investment is primarily through the **Four Seasons Group**, which opened a hotel in February 2001, and **Trizec Hahn** (TriGranit), which built shopping / multi-complex centres in both the Slovak and the Czech republics.

Major competition

Over 50% of the construction industry market derives from market capitalization of the following four companies: Skanska, Stavby Silnica Zeleznic (SSZ), Metrostav, ZS Brno and Vodni Stavby Bohemia (VSB).

Useful links

- Czech Invest: www.czechinvest.org
- Czech Trade: www.czechtrade.cz
- Ministry of Industry and Trade: www.mpostav.cz
- ABF (foundation for architecture and construction development): www.abf.cz
- Czech Statistical Office: www.czso.cz
- IKAS (information office for construction): ikas@ikas-praha.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 ✨

Slovakia's expanding ICT market

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- Slovak Telecom Authority: www.teleoff.gov.sk
- Ministry of Transport and Telecom: www.telecom.gov.sk
- Slovak E-commerce Association: www.saec.sk

For more information, contact Milan Harustiak, Commercial Officer, Office of the Canadian Embassy, Bratislava, tel.: (011-421-2) 5244-2175, fax: (011-421-2) 5249-9995, e-mail: harustiak@canemb.sk Web site: www.dfait-maeci.gc.ca/~prague ✨



Intelligent Transport Systems (ITS) are the key to efficient traffic management. Many ITS have been deployed in Hong Kong, including an Area Traffic Control System, traffic control and surveillance equipment, an automated toll collection system, a red light camera system, electronic parking payment systems, and the Octopus card system.

new system will serve as a platform for facilitating the development of various ITS applications, such as public transportation inquiry systems, vehicle navigation and fleet management. The initial budget is \$19 million; the system is scheduled to start operation in 2003.

Another ambitious plan is to establish a state-of-the-art Traffic Manage-

ment Procurement of the World Trade Organization. Qualified bidders will be selected through the tender pre-qualification procedures. Winners will be required to provide services for design, supply, equipment installation and even system commissioning. Canadian firms are strongly advised to team up with a local partner.

firms are looking for similar systems for fleet management purposes. The Highways Department has been allocated \$40 million for installation of traffic control and surveillance systems on new and existing highways.

Awarding contracts

All Hong Kong government projects will be implemented under tenders covered by the Agreement on Govern-

Intelligent Transport Systems for Hong Kong



The Hong Kong government is committed to ITS. In a forum on the topic last year, Transport Commissioner Robert Footman unveiled a strategy for facilitating the development of Hong Kong's ITS. The aim is to ensure the compatibility and inter-operability of different systems. In the next three years, the government will invest \$800 million in ITS-related projects.

Projects

The first project to be implemented is a Transport Information System, based on a Geographical Information System and Internet technologies. The

ment and Information Centre (TMIC) by 2005. The TMIC will place under one umbrella traffic surveillance and management, incident management of the Strategic Road Network, and the dissemination of traveller information to the public.

The Fire Services Department will implement a \$133 million project to develop a Third Generation Mobilization System with vehicle tracking capability.

The Police Department will invest \$172 million to renew its fleet management system. Other government departments and public transportation

ment Procurement of the World Trade Organization.

Qualified bidders will be selected through the tender pre-qualification procedures. Winners will be required to provide services for design, supply, equipment installation and even system commissioning. Canadian firms are strongly advised to team up with a local partner.

For more information, contact Endy Chung, Commercial Officer, Canadian Consulate General, Hong Kong, fax: (011-852) 2847-7441, e-mail: endy.chung@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca 🌸

Wireless mission to Southeast Asia

BANGKOK, THAILAND — February 21-March 5, 2002 — **CommunicThailand** (February 21-23, 2002) will be the first stop of a Trade Team Canada Inc. (www.exportsource.gc.ca) mission to Southeast Asia early next year. Organized by DFAIT and Industry Canada, the mission will visit Thailand, the Philippines, Brunei, Indonesia and Singapore.

CommunicThailand is an ideal venue for suppliers of ICT products and services to Thailand and all of Indochina. Here and throughout Asia Pacific, the mobile sector is growing rapidly, presenting excellent oppor-

tunities for Canadian firms. At each stop on the trade mission, major activities are planned to highlight Canadian technology in the wireless sector. The firms showcased will include equipment and systems suppliers, applications developers and component suppliers.

For details on the mission, visit http://ttcinfotech.ic.gc.ca/ict/ict-ttcs.nsf/vHTML/mission_e.html

To register on-line for the mission, go to: http://strategis.ic.gc.ca/cgi-bin/sc_mangb/evnt/program/search.pl Under "Event Name", enter Wireless Mission to Southeast Asia

To book space in the Canadian pavilion at **CommunicThailand**, contact the show's representative in Canada, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: info@unilinkfairs.com Web sites: www.unilinkfairs.com/flyers/comthaiform.pdf and www.unilinkfairs.com/flyers/broadthaiform.pdf

For more information, contact Michael Cleary, Senior Trade Officer, Industry Canada, tel.: (613) 991-4903, fax: (613) 990-4215, e-mail: cleary.michael@ic.gc.ca Web site: www.ic.gc.ca or Nancy Bernard, Trade Commissioner, Southeast Asia Division, DFAIT, tel.: (613) 995-7662, fax: (613) 944-1604, e-mail: nancy.bernard@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/bangkok 🌸

NEW DELHI and **MUMBAI** (formerly Bombay), **INDIA** — October 7-12, 2001 — International Trade Minister Pierre Pettigrew is leading a Canadian trade mission to India's two most influential business centres. The mission features a tailored business program including seminars and workshops, hospitality events, and networking opportunities.

For more information, visit the Team Canada Web site (www.tcm-mec.gc.ca) or telephone (613) 995-2194.

To help Canadian firms explore and take advantage of India's vast export market, DFAIT's Trade Commissioner Service (www.infoexport.gc.ca) has four offices in India. Located in New Delhi, Chandigarh, Mumbai and Bangalore, they offer services such as key contact searches, visit information, market prospect assessment, face-to-face briefing, local company information and troubleshooting.

The following federal organizations also help Canadian businesses to become export-ready:

- **Canada Business Service Centres** (www.cbcs.org) are located in every province and territory. They offer access to government export services and expertise. For export information, sources or contacts, telephone 1-888-811-1119 toll-free.
- **The Canadian Commercial Corporation (CCC)** (www.ccc.ca) helps Canadian exporters win sales in government and private-sector markets through government-backed guarantees of contract performance. CCC provides a range of export sales and contracting services for Canadian exporters,
- **The Canadian International Development Agency** (www.acdi-cida.gc.ca) has an Industrial Co-operation Program that supports Canadian

enhancing their access to market opportunities.

TRADE MISSION TO INDIA

businesses pursuing activities in developing countries. The program aims to reduce risks associated with setting up a business or pursuing a contractual undertaking in a Third World country.

- **Export Development Corporation (EDC)** (www.edc-see.ca), Canada's official export credit agency, actively supports exports to India. Since 1990, EDC has successfully concluded over \$2.5 billion in financing and insurance support for Canadian goods and services sold to India, including \$1.3 billion over the past five years.
- **The International Business Opportunities Centre** (www.e-leads.ca) works with Canada's Trade Commissioners abroad to connect Canadian companies with business opportunities worldwide.
- **International Trade Centres** (www.intracen.org) are located across Canada. They assist with research and recommendations of appropriate government export programs and services.
- **Industry Canada (IC)** (www.ic.gc.ca) services include export counselling,

market entry support and trade financing. IC's **Strategis** (strategis.gc.ca) is Canada's largest business Internet site. It contains over 800,000 pages of business information and trade data to help

Canadian enterprises identify new markets, explore opportunities for growth, find partners, form alliances, discover and develop new technologies or processes, or assess the risk of new ventures.

- **The Office of Liaison with International Financial Institutions** (www.canadianembassy.org/olifi) is Canada's international support structure for companies and consultants pursuing opportunities with international financial institutions in developing countries. Available free of charge, its core services include market prospects, key contact searches, local company information, visit information, face-to-face briefing and troubleshooting.
- **Team Canada Inc (TCI)** (www.exportsource.ca) is the first stop for information, counselling, market intelligence, financial assistance and on-the-ground support. This single window for Canadian exporters streamlines services to the Canadian business community. TCI can help you make the most of Canada's trade missions. 🌸

Women's trade mission to Atlanta and OWIT Woman of the Year Award

ATLANTA, GEORGIA — October 4-6, 2001 — This year's annual conference of the Organization of Women in International Trade (OWIT) (www.owit.org) has a special significance for Canadians. Coinciding with it is a trade mission

for Canadian women business owners, and at the conference OWIT will present its **Woman of the Year Award** to Astrid Pregel, Canada's Consul General in Atlanta (www.can-am.gc.ca/atlanta).

The award recognizes women who have furthered international trade through excellence and innovation, and who, as a result, have enhanced the status of women in international trade. Pregel is the first Canadian to receive this honour. Her pioneering work on behalf of women's international business development via trade missions has

Continued on page 14 – Woman

A Canadian Embassy initiative in Tehran, in partnership with an Iranian strategic consulting firm, Atieh Bahar, resulted in an exciting two-day workshop series May 5-6, 2001, involving sixty dynamic businesswomen.

very positive impact on the outcome. As Laya Royaie, one of the established businesswomen said, "I have attended many meetings and conferences in my professional life, but this was distinctly different."

Lifting the veil on Iran

They met to network, mentor each other, promote women in business and encourage stronger trade links with Canada. Said Laraine Kaminsky, President of Ottawa-based MALKAM Consulting, "Before coming to Iran I had no idea what to expect or that I would find such independent, active businesswomen and such warm hospitality."

In contrast to public perceptions, women are a significant portion of the workforce in Iran, and in the year 2000, women comprised over half of university entrants for the first time in the country's history. The credentials of the workshop participants were impressive. They were drawn from a variety of sectors including manufacturing, advertising, import/export and the high-tech industry, and among them were owners, presidents and managing directors.

Ms. Kaminsky led the workshops on Cross-Cultural Communication and Networking. She was joined by fellow Canadian, Dr. Kian Fadaie, Technology Advisor for Natural Resources Canada. Dr. Fadaie, a veteran traveller to Iran, took the lead on the Technology workshop. The fourth topic in the series was Financial Management and Assistance.

The greatest strength of the series came from the pairing of experienced and emerging businesswomen. The concept of mentoring in a business context is unfamiliar to many Iranians and was one of the most important Canadian contributions to the series. The networking tips and participatory approach of Ms. Kaminsky, as well as the icebreaking and teambuilding exercises built into the program, had a

The enthusiastic participation of a contingent of young women entrepreneurs who represent the future of Iran added to the success of the event. An example is two twenty-year-old university students who have launched a Web page design company with a virtual office and have captured several important contracts.

Emerging from the series is a Steering Committee of dedicated businesswomen who will be working to develop the entrepreneurial capacity of women in Iran. Ms. Kaminsky is



From left to right, Ambassador Terence W. Colfer; Bibi Seyedeh Eshaghzadeh, Central Bank of Iran, Manpower Planning and Training Manager; Laraine Kaminsky, Malkam Cross-Cultural Training; Rana Haidar, the Bangladesh Ambassador's wife.

already pursuing two opportunities in Iran and is offering assistance to several Iranian businesswomen seeking to expand their international markets in Canada.

For more information, contact Azar Zanganeh, Commercial Officer, Canadian Embassy, Tehran, fax: (011-98-21) 873-3202, e-mail: azar.zanganeh@dfait-maeci.gc.ca ✨

Woman of the Year Award — Continued from page 13

opened the doors for more women to do business across more borders.

In 1997, as Minister Counsellor for International Business Development at the Canadian Embassy in Washington, D.C., Astrid Pregel spearheaded the first Canadian Businesswomen's Trade Mission to Washington. That event led to the first Canada-U.S. Businesswomen's Trade Summit in 1999, during which the U.S. Secretary of State and Canada's International Trade Minister signed a declaration committing both countries to focus on women's businesses and their contributions to international trade, and on issues that affect them.

With its headquarters in the United States, OWIT has chapters around the world, including Women in International Trade — Ontario (WITO). OWIT members are women exporters and importers, service providers and government officers working in all facets of international trade. They

join OWIT to share international trade information and establish global business contacts.

Astrid Pregel was in Toronto on August 30 to address a WITO meeting on cultural differences between the United States and Canada, and to discuss the fall trade mission for Canadian women entrepreneurs.

For details on the meeting, contact Candice Rice, tel.: (416) 974-5157, e-mail: rice.candice@ic.gc.ca

For details on the October trade mission to Atlanta, contact Sandra Anstey, President, Women in International Trade — Ontario, tel.: (416) 929-3890, e-mail: anstey@istar.ca ✨



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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."

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.

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. (For a complete list of trade shows in Germany until 2002, see www.infoexport.gc.ca/canadexport)

BAHRAIN — October 29-31, 2001 — **Petrotech 2001** is an exhibition and conference that attracts petroleum engineers, refinery managers, geologists and geophysicists and other decision makers from all over the region. The Canadian Embassy will have an information booth promoting Canadian companies.

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.

NAMUR, BELGIUM — November 21-23, 2001 — **BEST** is an environmental and energy conference and trade show held every two years. **BEST 2001** will feature a partnering event with more than 100 European companies seeking transnational cooperation agreements.

BANGKOK, THAILAND — November 28-December 1, 2001 — **Asia Automotive 2001** is the ideal venue to promote the latest automotive products and technologies to key Southeast Asian buyers.

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.**

BAHRAIN — January 14-17, 2002 — The **Bahrain Naval & Maritime 2002** is the first dedicated international naval and maritime exhibition and conference in the Middle East, complementing the air and land defence exhibitions already established in the Gulf region.

Canadian Machine Tool and Factory Automation Show



TORONTO — October 15-18, 2001 — Representatives of the Canadian Trade Commissioner Service abroad will attend the **Canadian Machine Tool and Factory Automation Show (CMTS)** at Toronto's National Trade Centre where leading national and international manufacturers and distributors will be featuring their product lines.

Companies are invited to participate in Canada's largest exhibition of the latest manufacturing equipment, plant floor automation technology and support products, an event which has a proven record of attracting a large contingent of both Canadian and foreign exhibitors and visitors.

Consult the Canadian Trade Commissioner Service Web site and access market studies in the Advanced Manufacturing Technologies sector at www.infoexport.gc.ca

For more information, contact Daniel White, Trade Commissioner, DFAIT, tel.: (613) 996-0688, fax: (613) 996-1267, e-mail: daniel.white@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca

To register, contact Robert Mathieu, Reed Exhibitions, tel.: (416) 491-7565, fax: (416) 491-5088, e-mail: rmathieu@reedexpo.com Web site: www.reedexpo.com/data_sheets.asp?ShowCode=518

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 forestry

Continued on page 16 – Upcoming

HACE 2001

CAIRO, EGYPT — October 30-November 2, 2001 — The **International Hotel Supplies and Catering Equipment Exhibition (HACE)** (http://awex.wallonie.be/new/afpmo_art_eg_hace2001.htm) is the largest trade show of its kind in the Middle East. Last year nearly 500 companies participated from Egypt and 17 other countries and the event drew close to 20,000 visitors.

This year, Canadian Export Development Inc. is helping organize a trade mission to Cairo that will overlap with the show. The mission is scheduled for **October 26 to November 6**. Participants will be able to display their products and services in the Canadian pavilion at **HACE 2001**, and they will have the opportunity to make contacts, generate new sales and initiate business relationships.

The Commercial Section of the Canadian Embassy in Cairo is supportive of the mission and will

organize a briefing session upon arrival. Arrangements can be made for one-on-one meetings upon request.

Participating companies may be eligible for financial assistance from the federal Program for Export Market Development, up to a maximum of 50% of costs. For details, contact the International Trade Centre in your region. For a list of Centres and their location, visit the Web site <http://strategis.ic.gc.ca/SSG/ig00008e.html>

For more information about **HACE 2001** and the trade mission, contact Robert Grison, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

For more information about **this business sector in Egypt**, contact Tarek Abdel Meguid, Commercial Officer, Canadian Embassy, Cairo, tel.: (011-20-2) 794-3110, fax: (011-20-2) 794-7659, e-mail: tarek.meguid@dfait-maeci.gc.ca Web site: www.canada-eg.com 🌟

Double your trade show results

Now in its 14th year, Canada's only comprehensive full-day workshop, "Making Trade Shows Work," with Barry Siskind, will be offered this fall in several cities:

- **TORONTO** — October 11
- **OTTAWA** — October 30
- **CALGARY** — November 7

- **MONTREAL** — November 20
- **RICHMOND HILL** — December 13

To register or for more information, call 1-800-358-6079 or visit www.siskindtraining.com 🌟

UPCOMING TRADE FAIRS

— *Continued from page 15*

leader and will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

SEOUL, KOREA — March 18-19, 2002 — Organized jointly by Australia, Canada, New Zealand and the United States, **Food Showcase Korea** will occur the week following **Foodex 2002** in Japan, and is the major venue to promote food products to Korean importers. Korea is one of the most dynamic Asian economies.

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.

MELBOURNE, AUSTRALIA — June 2-5, 2002 — Following the success of the 2001 show, held in Sydney, Canadian exporters will have the opportunity to participate in the Canadian pavilion at **Interbuild Australia 2002**, Australia's largest building exhibition, which showcases the latest in building products and technology for residential, commercial and industrial construction. 🌟

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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