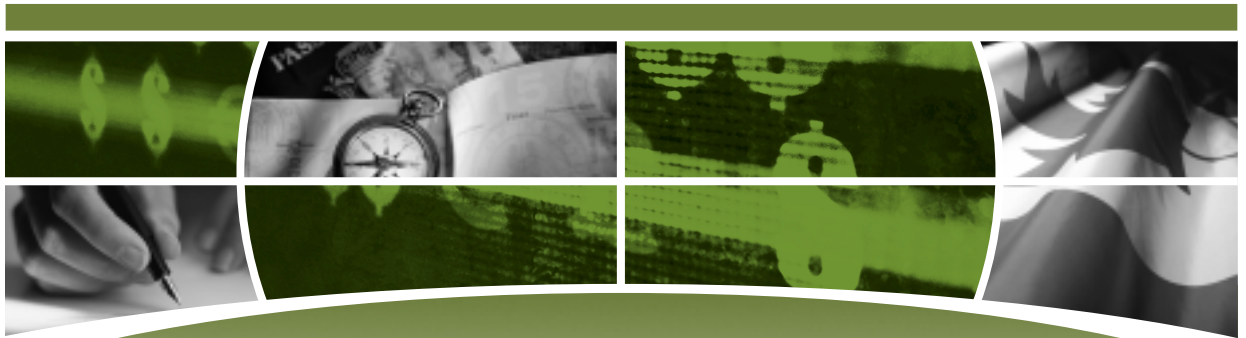




canadaxport



Hot spots for high tech

Atlanta, Miami, and Las Vegas events

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The Department of Foreign Affairs and International Trade (DFAIT) will be making it easier for Canadian information and communications technologies (ICT) enterprises to get the attention of some of the world's top high-technology buyers this fall during a three-city circuit in the southern U.S. DFAIT is planning Canada Pavilions at **Networld + Interop (N+I)/COMDEX Atlanta** and **COMDEX Fall** in Las Vegas, and the Canadian Consulate in Miami is organizing a symposium to help Canadian firms launch their products into the dynamic Florida and Caribbean markets.

Networld+Interop/COMDEX Atlanta

ATLANTA, GEORGIA — September 10-12, 2002 — The world's leading IT and networking events connect in Atlanta at the combined **N+I** and **COMDEX Atlanta** trade show and conference.



This unique combination offers a one-of-a-kind opportunity for high tech firms to present their products to the region's top business technology buyers.

Atlanta has the fourth-largest concentration of Fortune 500 headquarters *continued on page 6 — Atlanta*

More than simulation

CAE success in Singapore

Don Campbell's export advice is simple: develop long-term relationships in your targeted region. The Group President in charge of Military Simulation and Training for CAE Inc. knows that this is particularly true for Asia.

Campbell unique insight, not only into Asian markets but also into the role the Trade Commissioner Service can play in facilitating contacts. CAE Inc.'s \$47-million contract with the Republic of Singapore Air Force (RSAF) is just one of the latest examples of the seasoned export company's strategy for cultivating the relationships that lead to success.

His previous 36 years with the Department of Foreign Affairs and International Trade, including as Ambassador to Japan and to Korea, have given

continued on page 3 — CAE

Waste management opportunities in Hong Kong

HONG KONG SAR — Development of waste management facilities

— The Government of the Hong Kong Special Administrative Region (HKSAR) invites Expressions of Interest (EOI) for the development of state-of-the-art waste management facilities. Proposals must be submitted by **July 26, 2002**.

Submissions need not cover all aspects of municipal solid waste (MSW) management, but may focus on a single aspect of treatment technology that can be integrated into a coherent waste management system.

The EOI will be used for technology assessment purposes only, and as such

must not be considered legally binding. Depending on the results of the assessment, the Hong Kong government may decide to proceed to tender bids, or engage in other means of procurement.

In 2000, Hong Kong produced more than 3.4 million tons of MSW, a 2% increase since 1999. The current MSW disposal facilities in Hong Kong include three landfill sites, with a total capacity of some 135 million cubic metres, and a network of refuse transfer stations. The landfills are expected to be full by 2015.

Although the government is actively promoting waste reduction, recycling, and reuse, an average of 8,000 tons of non-recyclable waste continues to be generated in Hong Kong each day.

To obtain the Invitation of EOI, contact Hong Kong Environmental Protection Department (HKEPD), e-mail: iwvmf@epd.gov.hk Web site: www.info.gov.hk/epd

For more information or **for assistance** in finding a local partner, contact Fatima Lai, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7494**, fax: **(011-852) 2847-7441**, e-mail: fatima.lai@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca 🌟

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Mission sows seeds for growth

Strengthening ties with Mexico

The Canada Trade Mission to Mexico City and Monterrey, led by International Trade Minister Pierre Pettigrew earlier this month, witnessed the signing of several agreements, including one by **Export Development Canada** (EDC).

As Canada's official export credit agency, EDC completed a \$23 million participation in a loan syndication to Nemark, a subsidiary of Grupo Alfa and a key auto sector company based in Monterrey. This is the second financing arrangement made by EDC in support of Nemark. The loan will assist a variety of Canadian automotive equipment and services suppliers selling to Nemark.

"We're confident that the economic recovery now underway will see a resurgent Mexico within North America," said Minister Pettigrew. "This trade mission allowed us to create stronger trade ties between Canada and Mexico — a success in which both countries will share for years to come."



International Trade Minister Pierre Pettigrew (inset) addressing Canadian and Mexican business people during the networking luncheon in Monterrey.

EDC also announced that it will be expanding its services in Mexico later this year through a direct presence in Monterrey — in addition to the one in Mexico City. The new representative will further develop EDC's support for the increased demands of Canadian exporters and investors pursuing business in the key commercial and industrial centre of Monterrey.

For more information on the mission, visit DFAIT's Team Canada Web site at www.tcm.mec.gc.ca/mexico/menu-en.asp 🌟

CAE success in Singapore

— continued from page 1

CAE is the world's premier provider of simulation and control technologies and training solutions for civil aviation, military and marine markets. CAE's full flight simulator replicates in every detail the cockpit of a specific aircraft and reproduces the visual environment in which the aircraft appears to be flying. In a military simulator — such as the Chinook helicopter Full Mission Simulator that CAE is building for the RSAF — additional features such as aerial refuelling or combat environments can be simulated to reproduce authentic training exercises.

Global leader in simulation sales

"Simulators allow pilots to experience and learn emergency procedures that cannot be practised safely aboard the actual aircraft," explains Campbell. "We've been in the business of building full flight simulators since 1952 and have 80% of the global market for civil simulators."

Headquartered in Canada and operating globally, CAE employs approximately 7,000 people and has revenues in excess of \$1 billion — 90% of which come from exports. In January 2002, hot on the heels of its Singapore contract, the company won a \$21-million contract to provide control systems for two new MEKOR 100 Patrol Vessels for the Royal Malaysian Navy.

Developing relationships strengthens ties

Asia is by no means a new market for CAE, and Campbell is well aware of the importance of developing relationships with the appropriate authorities, particularly in the case of government contracts. "Governments move at different paces, and more coordination is needed than on the private-sector side. While the best product at the best price usually wins at the end of the

day, with governments that's not always the case. So that's where developing relationships becomes very important. In this case it only made sense for us to develop relationships with senior military authorities."

To that end, in February 2001, at CAE's request, the Canadian High Commission in Singapore arranged for representatives of CAE, and its Singapore agent, to meet the Director of Procurement at the Singapore Defence and Science Agency (DSTA). The resulting strengthening of ties and rapport with key DSTA contacts proved invaluable —



CAE's MSH Chinook simulator.

and has ramifications beyond the latest RSAF contract. "We are having ongoing discussions with DSTA on the possible creation of a Centre for Excellence utilizing CAE technology," explains Campbell.

Post facilitates contacts

It is in the area of facilitating such contacts, as well as troubleshooting where necessary, that CAE finds the Trade Commissioner Service invaluable. Campbell has high praise for High Commissioner Doreen Steidle and her team in Singapore. "They're very business oriented and were certainly helpful to us as we worked our way through this contract. Their role was very much facilitation — contact development, discussion of strategies, and looking ahead in

a market that's an important one for us. We expected no less, because we've had a long and close association with trade commissioners over the years."

CAE has gone the extra mile to cultivate that "long and close" association. The company not only maintains regular contact with commercial officers around the world, but also, once a year, arranges for all the new officers going on posting to come to CAE for a complete briefing of the company's markets, interests and challenges. With that kind of effort, it's no wonder the High Commission in Singapore is well positioned to continue assisting CAE in this important market.

For more information, contact Donald Campbell, Group President, Military Simulation and Training, CAE Inc., tel.: **(514) 341-6780, ext. 3001**, fax: **(514) 341-7699**, e-mail: don.campbell@cae.com 🍁

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

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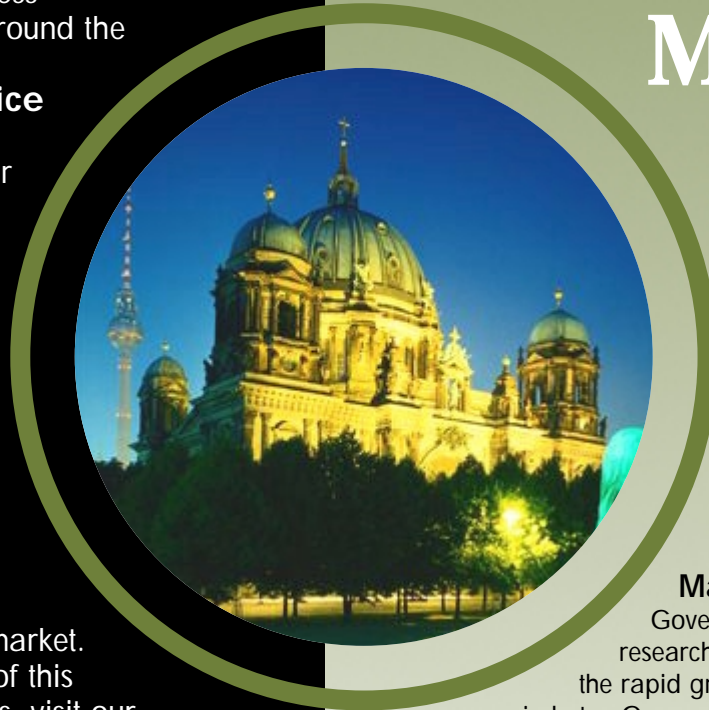
GERMANY

With a team of 500 business professionals in 140 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 Biotechnology Market



The German biotechnology industry is the second-largest in Europe, following the United Kingdom, and is doubling in size every 18 months. By 2005, the market is expected to reach a value of \$12 billion — doubling its estimated value in 2000 — and accommodate as many as 700 “core” biotech companies.

Market Overview

Government support and strong research institutions are key factors in the rapid growth of Germany's biotech industry. Germany currently has 1,300 biotech companies active in the market (600 are considered “core” biotech). Of these, 75% work in the biopharmaceutical industry while the remainder focus on agricultural and environmental applications.

Biotechnology continues to be an emerging sector in Germany with few products as yet ready for

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commercialization. To date, the industry has not experienced the wide-scale mergers and acquisitions typically seen in more mature biotech sectors.

The strength of the German biotech industry, however, is research. Corporate research and development expenditure in the pharmaceutical sector alone was \$4.25 billion in 2000. The country has a strong research and academic community, including a highly skilled and educated workforce. As is characteristic of the industry worldwide, Germany's biotech industry has developed in clusters, built around centres of research excellence.

Government Support

The German government is a strong supporter of biotechnology and funds various research institutions across the country. Federal financing for biotechnology is approximately \$1.1 billion spread over five years to 2005. The federal programs cover all areas of gene research and biotechnology, with an emphasis on health care and environmental research. All levels of government support biotechnology through direct funding, investment incentives or the creation of research centres.



Biotech Sectors

Biopharmaceuticals are the most significant sector of the German biotech market. As a whole, the pharmaceutical industry in Germany

was valued at \$57 billion in 2001. Approximately 45% of all pharmaceutical companies are small- to medium-sized enterprises, and up to 40 multinational firms are active in this sector. In 1999, Germany had 50 genetically engineered pharmaceuticals available, six of which originated from German production. These biopharmaceuticals represented \$1.6 billion in sales. In addition, nearly 30% of the \$582 million German diagnostics market consists of products based on biotech processes.

The German biomedical sector has proven research strength, but must focus more on product development to compete with other industries. To meet the need for larger product pipelines, companies are working to develop non-patent genetic drugs and are beginning to seek partnerships and alliances.

Opportunities

Although competition is stiff, there are strong opportunities for Canadian exporters of biomedical products. Competition focusses primarily on price, but also on product quality and value-added services provided by the company. Canadian firms

should address these issues in their marketing strategies.

There are significant opportunities for strategic alliances between Canadian and German firms. Few products have reached the commercialization stage, presenting opportunities for technology licensing and mergers. Small German firms are also seeking larger partners to provide funding to take products into the trial phase and finally, commercialization.

See Potential?

To learn more about this market, read *The Biotechnology Market in Germany*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at www.infoexport.gc.ca

Published by the Trade Commissioner Service Marketing Division (TCW)

The U.S. Connection

The U.S. Connection is produced in cooperation with the U.S. Business Development Division of DFAIT's North America Bureau. 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.

Atlanta, Miami, and Las Vegas events — continued from page 1

in the U.S., and over 10,000 high technology companies that employ more than 200,000 professionals.

For 16 years, **N+I** has been the prime venue to explore, compare, analyse and select the best in networking, Internet and telecommunications technologies. N+I features exhibits by many of the world's leading vendors that are currently defining and shaping the Internet.

COMDEX Atlanta (www.comdex.com/atlanta), the most important business technology event on the east coast, will use interactive educational programs to give IT and business managers a clear view of the latest applications and solutions. The show focuses on end-to-end solutions, wireless, security, storage and services.

High Tech Opportunities Symposium

MIAMI, FLORIDA — September 13, 2002 — "Discover New Business Opportunities...Catch the Wave" is the theme of the **Networking, Telecommunications, and High Tech Opportunities Symposium** (www.canada-florida-trade.com) during which the results of a study undertaken by the Canadian Consulate in Miami will be presented to Canadian companies.

The study is expected to identify more than \$100 million in sales opportunities in the Florida high-tech sector. Not only will the opportunities be presented and evaluated during the event, but the buyers' representatives from the identified areas have also been invited to participate. For added value, experienced exporters and buyers will be on



hand to offer practical guidance on using Florida partnerships as a springboard to the dynamic Caribbean and Latin American high-tech market.

COMDEX Fall 2002

LAS VEGAS, NEVADA — November 18-22, 2002 — **COMDEX Fall** (www.comdex.com/fall) is the largest IT show in the Americas, and the largest business IT marketplace in the U.S. **COMDEX Fall 2002** will cover the entire information technology spectrum, from advanced technology solutions for information security, data storage, digital image and document management, and digital media networking, to e-mobility, enterprise software applications, OEM components, Web and IT services, and wireless applications.

DFAIT, at your service

To help Canadian firms focus on strategic business objectives rather than booth construction and coordination, DFAIT is organizing Canada Pavilions that will be situated in prime locations offering excellent exposure at both **N+I/COMDEX** and **COMDEX Fall**. At **COMDEX Fall 2002**, for example, the Canada Pavilion will be located next to a main entrance and along a major aisle in the Central Hall of the Las Vegas Convention Centre. Major exhibitors in this hall will include Microsoft, Palm, Sony and EDS.

All exhibitors will be offered, at no extra charge, access to the services of a marketing communications consultant who will help them prepare marketing plans and media strategies for the event.

For more information about exhibiting at **N+I/COMDEX** or **COMDEX Fall**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-9475, e-mail: pat.fera@dfait-maeci.gc.ca

For more information about networking, telecom, and other high tech opportunities in Miami, visit www.canada-florida-trade.com or contact Margaret Cullen, Business Development Officer, Canadian Consulate, Miami, tel.: (305) 579-1615, fax: (305) 374-6774, e-mail: miami-td@dfait-maeci.gc.ca 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

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.

In the market for Canadian quality and variety

Finland's construction

To maintain steady growth in private and public construction, Finland is looking to foreign markets for cost-effective, innovative building products and services. The Finnish market offers opportunities for Canadian suppliers of competitively priced materials and technologies that will help keep Finland's construction industry operating at peak efficiency.

Market overview

A strong economy and a growing urban population are good indicators that the 5% annual growth in Finnish construction is likely to continue in the near term. The industry was valued at \$26.9 billion in 2001, and was composed of building construction projects (81%) and civil engineering projects (19%). Vuosaari's new harbour and Helsinki's underground tunnel are among the largest of the public infrastructure projects on the horizon.

In Finland, building structures and materials must weather the same sort of seasonal fluctuations as in Canada. Pre-fabricated concrete is used in the majority (60%) of all apartment buildings, while wood is the primary building material for both detached and terraced houses.

Market opportunities

While there is little demand for additional sources of softwood, Finland's strong economy suggests that there will be a demand for wood-frame construction technologies as well as specialty products for prefabricated buildings, such as hard maple for parquet flooring.

Finland is a nation of home renovators, and several of the national hardware chains, including K-Rauta and Starkki, could prove to be useful outlets for channelling Canadian tools and other products into the Finnish and Baltic markets.

In fact, because there is limited choice in tools and building materials — most retailers sell the same products — a variety of imported products are welcome, provided they are competitive with existing brands.

Finland is a gateway to the Russian and CIS countries, as well as to the Baltic states, Poland and other Nordic countries. Many of its major construction companies are well established in

these markets through partnerships, mergers and acquisitions. Canadian firms that supply Finland also have an open door to the vast EU market.

Market access considerations

The Finnish construction and building material market is highly centralized, with each product category controlled by 3-5 companies. Accessing these major players, or finding distributors who deal with them, is a very important strategy for Canadian suppliers.

Non-EU approved products must also be tested and approved before they can be sold in Finland. In some cases, more stringent national requirements may apply. Finland is currently working to align its product regulations and standards with those of the European Standards Organization.

Useful Web sites

- The Finnish Association of Construction Product Industries: www.rtty.fi
- Confederation of Finnish Construction Industries: www.rtk.fi

- Construction Info & Statistics, Rakennusalan Projektitiedosto: www.rpt.fi
- The National Technology Agency [TEKES]: www.tekes.fi
- Technical Research Centre of Finland [VTT]: www.vtt.fi
- Finnish Standards Association [SFS]: www.sfs.fi
- Building Information Institute: www.rakennustieto.fi

For more information, contact Johan Nyman, Business Development Officer, Canadian Embassy, Helsinki, tel.: **(011-358-9) 2285-3354**, fax: **(011-358-9) 601-060**, e-mail: johan.nyman@dfait-maeci.gc.ca
Web site: www.canada.fi 🇨🇦



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The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance. CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: www.ccc.ca

Welcome to the business neighbourhood

Business Support Centers in Japan

Japan's **Business Support Centers (BSCs)**, located in the central business districts of six major Japanese cities, are prime examples of Japanese hospitality in action. Operated by the Japan External Trade Organization (JETRO) (www.jetro.go.jp), each BSC functions as a serviced office-away-from-the-office for foreign enterprises and non-profit government organizations seeking trade or investment opportunities in Japan.



Located in Tokyo, Osaka, Yokohama, Nagoya, Kobe, and Fukuoka, the BSCs are available for use during regular business hours (9-5, holidays excluded) by qualified private companies for up to four months, and by non-profit government organizations involved in trade and investment for a maximum of one year.

Opening doors in Japan

To help foreign business representatives feel at home in Japan's business world, BSCs offer the following free services:

- private offices, able to accommodate 2-3 people, furnished with desks, chairs and storage cabinets, and equipped with fax machines and telephones;
- computer corners (computers not included);
- well-stocked libraries containing a variety of marketing support material, including company directories, brochures and other relevant publications;
- multi-purpose conference rooms (in Tokyo) for seminars, business meetings, and product exhibits.

BSCs are staffed with advisors who are knowledgeable about marketing strategies, import procedures, and the specific characteristics of individual markets. Advisors are also prepared to compile lists of business contacts and will provide advice about making appointments. BSC assistants are available for basic services such as answering

telephones, taking messages, and receiving faxes and mail.

BSC staff will also help arrange for the services of interpreters, translators, administrative staff, business travel coordinators, accountants, lawyers, and investment consultants (such as



Office space in a Business Support Center in Japan.

the Foreign Investment in Japan Development Cooperation). BSC clients are responsible for paying for any professional services they receive.

How to apply

Companies interested in using the BSC services to gain a foothold in the Japanese market must contact the nearest JETRO officer or Senior Trade Advisor to set up an interview. The Canadian offices of JETRO are located in Toronto, Montreal, and Vancouver. A completed and signed application form must also

be submitted to JETRO, accompanied by a company brochure and a small portrait photograph.

For details, visit www.jetro.go.jp and click on "Business Support Centers". Follow the links to the application form.

Opening the door to a BSC office is the easiest way for a Canadian company to open doors to business in Japan.

For more information, contact Takako Shibata, Trade Promotion, JETRO Toronto, tel.: **(416) 861-0000 ext. 230**, fax: **(416) 861-9666**, e-mail: takako_shibata@jetro.go.jp or Jean-Pierre Petit, Trade Commissioner, DFAIT, tel.: **(613) 996-2467**, fax: **(613) 944-2397**, e-mail: jeanpierre.petit@dfait-maeci.gc.ca 🌿



An advisor's desk in a Business Support Center.

Joint promotion of wireless technology

Canada and Hong Kong sign MOU

With the March 2002 signing of a Memorandum of Understanding between the Canadian Wireless Telecommunications Association (CWTA) and the Hong Kong Wireless Technology Industry Association (WTIA), the wireless ties that bind Canada and Hong Kong have grown stronger. Building on an MOU on IT and telecommunications cooperation signed by Canada and Hong Kong in 1998, the latest MOU sets forth a framework by which both associations will work together to promote wireless technology, and build cooperative links between both regions.

The mandate of the **WTIA** (www.hkwtia.org), a not-for-profit corporation registered in Hong Kong, is to promote development, utilization, and awareness of wireless technology applications, and to enhance the communication and partnership between companies within the industry. The Association has a strong

membership base that includes wireless application providers, mobile network operators, mobile device manufacturers, hardware and software vendors and distributors, system integrators, and consultancy firms.

Ottawa-based **CWTA** (www.cwta.ca) is Canada's authority on wireless issues and developments and trends in Canada. It represents providers of cellular, PCS, messaging, mobile radio, fixed wireless, and mobile satellite services, as well as product and service developers in the industry.

Sharing wireless success

The MOU was signed during the recent **Hong Kong Information Infrastructure Exposition & Conference 2002** (www.hkiexpo.com), and was witnessed by Eva Cheng, Acting Secretary for Information Technology and Broadcasting for Hong Kong SAR, and Jean-Claude Bouchard, Assistant Deputy Minister, Industry

Canada, and the mission leader of the Canadian delegation to the conference.

"News of these types of partnerships is always welcome because both Canada and Hong Kong depend on trade for economic success," explains Bouchard. "Canada's wireless telecommunications industry plays a vital role in driving our country's international trade, and its economic future."

The MOU will facilitate the strong desire by both parties to promote wireless

technology and create business opportunities within their own memberships and markets. Both organizations will share knowledge, research and data, and will organize joint promotional events such as trade missions, conferences and exhibitions to facilitate trade exchange.

"CWTA is eager to nurture this new relationship," says Peter Barnes, CWTA's President and CEO. "Combining the strengths of our respective wireless industries with new markets for our individual products and services will further enhance the well-established reputations of both economies in the global telecom arena."

Duncan Lau, Chairman of WTIA, is equally enthusiastic: "WTIA is looking forward to promoting cooperation between firms in Hong Kong, China, and Canada that develop wireless applications.

"This new partnership will facilitate trade exchange activities between our economies, and will accentuate the sharing of industry and market knowledge."

Since the signing, the two groups have already begun sharing industry developments and trade opportunities, and are currently engaged in the process of matchmaking with companies that wish to pursue trade ventures — an excellent demonstration of the strength of wireless connections.

For more information, contact:

- Marcel Belec, DFAIT, China Division, tel.: **(613) 995-6962**, e-mail: marcel.belec@dfait-maeci.gc.ca
- Brian Wong, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7414**, e-mail: brian.wong@dfait-maeci.gc.ca
- Charles Bergeron, Director, Government Affairs, Canadian Wireless Telecommunications Association, tel.: **(613) 233-4888 ext. 102**, fax: **(613) 233-2032**, e-mail: cberberon@cwta.ca Web site: www.cwta.ca 🌟



At the MOU signing between CWTA and Hong Kong's WTIA (left to right): Jean-Claude Bouchard, Assistant Deputy Minister of Industry Canada; Peter Barnes, President and CEO of CWTA; Duncan Lau, Chairman of Hong Kong WTIA; and Eva Cheng, Acting Secretary for Information Technology and Broadcasting for Hong Kong SAR.

12th Florida International Medical Expo

Gateway to the Americas and the Caribbean

MIAMI, FLORIDA — August 21-22, 2002 — The diagnosis is excellent: the **Florida International Medical Expo FIME** is the most comprehensive medical trade show of the Americas, and it's growing! Last year, 380 exhibitors and approximately 10,000 visitors attended **FIME 2002** will draw visitors from the United

States as well as 90 other countries, a large proportion of these from Latin America.

The trade show is a total experience for the medical professional, providing an unequalled opportunity to assess a far-ranging line-up of the latest in equipment, systems and programs for medical care, all aimed at creating a healthy bot-

tom line for medical businesses. Categories include emergency medical, surgical, laboratory, diagnostic, home care, rehabilitative, imaging, pharmaceutical, biomedical, dental, orthopaedic, disposable products, and medical services.

For details, visit the **FIME** Web site: **www.fimeshow.com** or contact the organizers, tel.: **(941) 366-2554**, fax: **(941) 366-9861**, e-mail: **fimee@aol.com**

For more information, contact Margaret Cullen, Commercial Officer, Canadian Consulate, Miami, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: **miami-td@dfait-maeci.gc.ca** 🌟

Consulate General hosts Giftware Rep Locator Program in Atlanta

ATLANTA, GEORGIA — September 20-22, 2002 — The Canadian Consulate General and the Quebec Trade Office - Atlanta have announced a three-day Giftware Rep Locator Program for Canadian business people attending the **Atlanta Fall Gift and Accessories Market & Atlanta Gourmet Show**.

The program is designed to help Canadian giftware manufacturers and production craft people secure sales agents and representation to sell their products in the Southeastern United States (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee, as well as Puerto Rico and U.S. Virgin Islands).

The Rep Locator Program is open to export-ready firms that have registered in the Department of Foreign Affairs and International Trade's WIN Exports database.

The Atlanta Program is being held in conjunction with the last of four shows presented annually by **AmericasMart - Atlanta (www.americasmart.com)**, the nation's largest gift and home furnishings wholesale marketplace.

Program events include:

- **September 20:** breakfast seminar featuring speakers from the giftware and home furnishings industry; tours of local giftware retailers;
- **September 21:** tour of **AmericasMart** showrooms and meetings with sales representatives and program organizers;
- **September 22:** display of products and services at a Canadian Product Showcase, held in conjunction with an informal brunch hosted by the Consulate General.

The participation fee for the Atlanta program is US\$150. Companies must confirm their participation by sending a fax on company letterhead to Sylvie Racine at the Canadian Consulate General in Atlanta: **(404) 532-2050**. Payment may be made by either cashier's cheque or money order and must be submitted to the Canadian Consulate General in Atlanta by **July 16**.

For more information, contact Sylvie Racine, Canadian Consulate General, Atlanta, tel.: **(404) 532-2011**. 🌟

COMPU 2002

GUAYAQUIL/QUITO, ECUADOR — July/October 2002 — **Compu 2002** is Ecuador's leading trade show featuring computer hardware and software, high-speed Internet access, and related products. The city of **Cuenca** hosted **Compu 2002** in May, and the show will be in **Guayaquil, July 1-7**, and in **Quito, October 14-20**. This is an opportunity to identify local distributors in Ecuador and meet with representatives from neighbouring countries. In

2001 some 200 exhibitors from the Americas and Europe participated in the show, drawing 70,000 visitors.

For more information, contact Rafael Roldan, President, Ecuasistem, tel.: **(011-593-2) 222-0336**, fax: **(011-593-2) 222-0855**, e-mail: **cemexpo@feriasdelecuador.com.ec** Web site: **www.compuecuador.com** (Spanish only) or Canadian Embassy, Quito, tel.: **(011-593-2) 250-6162**, fax: **(011-593-2) 250-3108**, e-mail: **quito@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/ecuador** 🌟

Eat, drink and do business

Food & Hotel China 2002

SHANGHAI, CHINA — September 3-6, 2002 — For the ninth year, Shanghai will be hosting China's top trade event in the food, drink and hospitality industry. **Food & Hotel China (FHC)**, which will be held in conjunction with **Wine & Spirits China 2002** and **Confectionery China 2002**, is one of the most prominent international food exhibitions in China for professional buyers.

New market forces are driving growth in China's food and hospitality sector, which employed 15 million people and produced sales of US\$48.2 billion in 2001. **FHC** is one industry show that works: last year's FHC 2001 attracted over 435 companies from 32 countries

and regions, and over 11,000 professional visitors. This year's show will feature conferences, competitions and a multitude of other events designed to attract trade buyers.

FHC is China's only food event to be recognized by the prestigious Union des Foires Internationales. For details, visit the **FHC** Web site: www.fhcchina.com

For more information, contact Henry Deng, Senior Commercial Officer, Canadian Consulate General, Shanghai, fax: **(011-86-21) 6279-8401**, e-mail: henry.deng@shanghai.gc.ca or Shirly Wu, Commercial Assistant, Canadian Consulate General, Shanghai, e-mail: shirly.wu@shanghai.gc.ca 🌟

Opportunities on the menu

JAPAN FOOD 2002

OSAKA, JAPAN — October 23-26, 2002 — The largest international food exhibition in western Japan, **JAPAN FOOD 2002**, will be dishing up the latest in food products for buyers from every sub-sector of the food industry, including the retail, wholesale, import, and food service industries. Osaka is Japan's second-largest city, and the commercial hub of the Kansai region.

JAPAN FOOD was launched in 1980 by the Osaka International Trade Fair Commission to promote the distribution of processed food in Japan and abroad, as well as the advancement and exchange of food technology innovation. **JAPAN FOOD 2000** attracted over 81,000 visitors from 24 countries and regions, including representatives from food-related associations and government organizations. This year's 11th edition will include seminars and exhibits featuring a wide range of processed food, and agricultural, meat and poultry, and marine products.

Canadian suppliers interested in exhibiting at **JAPAN FOOD 2002** must apply before **July 1, 2002**. Space at the "table" is limited, however, so book now.

For details, visit the show's Web site: www.fair.or.jp/food/2002/japanfood

For more information, contact Robert Lazariuk, Japan Division, DFAIT, tel.: **(613) 992-6185**, e-mail: robert.lazariuk@dfait-maeci.gc.ca or Toshihisa Seki, Commercial Officer, Canadian Consulate General, Osaka, tel.: **(011-81-6) 6212-4910**, fax: **(011-81-6) 6212-4914**, e-mail: osaka.fn@dfait-maeci.gc.ca 🌟

Canadian pavilion promotes seafood exports

QINGDAO, CHINA — October 29-31, 2002 — Canadian seafood exporters angling for opportunities in post-WTO China will find no better venue for promoting their products than the **China Fisheries and Seafood Expo (www.chinaseafoodexpo.com)** in Qingdao, China. Now in its seventh year, **China Fisheries and Seafood Expo** has proven to be the most important show of its type in Asia.

In 2001, more than 12,500 processors, importers, distributors, retailers and food service operators from 34 countries attended the show which featured 564 companies exhibiting from 29 countries. The Chinese market for seafood is huge. Where once China was perceived as a reprocessing centre limited to handling products for re-export to Japan, now the opportunities for selling seafood to an increasingly affluent Chinese middle class are growing.

Agriculture and Agri-Food Canada is offering booth space to Canadian seafood exporters wishing to exhibit in the Canadian pavilion. Companies may also wish to apply for financial assistance from the Program for Export Market Development (PEMD).

For more information, contact Jane Barnett, Agriculture and Agri-Food Canada, tel.: **(905) 823-0122**, fax: **(905) 823-8920**, e-mail: barnettj@em.agr.ca 🌟



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Growing benefits of international trade

Canadian confidence high

According to the results of a survey of Canadian attitudes toward international trade released last month, more than 82% of Canadians feel that, over the past ten years, international trade has contributed significantly to the Canadian economy.

"The results say a lot about the growing importance that Canadians attribute to international trade and its benefits for

our country's economy," said Minister for International Trade Pierre Pettigrew. "The survey underscores the confidence of Canadians, a confidence that comes from our ability to do business on world markets and compete with anyone."

A majority of Canadians (69%) believed that Canada should strive to find new markets for its products and services. The vast majority also felt that the Canadian government should

focus on SMEs and provide them with services and information to promote their export endeavours.

Canadians see trade as holding forth possibilities for Canada in the form of job creation and the development of technology and innovation. They are also confident that a more open trading system will create business opportunities for Canada and will benefit developing countries, giving them greater opportunities to improve their quality of life.

The results of the survey can be found at: www.dfait-maeci.gc.ca/tna-nac/Consult6-e.asp 🌟

Building awareness of Canadian quality

Canadian pavilion at BIG 5

DUBAI, UAE — October 26-30, 2002 — Anticipation is building within the construction industry in the Middle East for the most important event on the calendar, **BIG 5**. The show is expected to attract thousands of potential buyers, architects, building owners, contractors, developers, engineers, and facility and property managers from local and regional markets, Iran, the Indian sub-continent and beyond.

Construction is a hot sector for the UAE and the rest of the Gulf region. New growth in the area has spurred the demand for infrastructure development and the expansion of commercial, residential and institutional buildings. Local activity is vigorous, with both public and private sectors issuing tenders for the construction of hotels, apartments, hospitals, schools, airports, shopping malls and leisure centres. **BIG 5** will therefore provide Canadian companies with plenty of

opportunities to make contact with leading local buyers preparing for project procurement.

The Canadian Consulate is inviting Canadian companies to participate in the Canada Pavilion at **BIG5**, and make the most of an excellent platform from which to build greater interest in Canada's quality products and services. The deadline to book space is **July 15, 2002**.

At **BIG5 2001**, some 1,460 companies from 46 countries exhibited their products and services. Visitor attendance was 21,223, an increase of more than 5% over 2000.

For more information, contact Sanam Shahani, Commercial Officer, Canadian Consulate, Dubai, tel.: **(011-971-4) 352-1717**, fax: **(011-971-4) 351-7722**, e-mail: sanam.shahani@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ae 🌟

Canadian style in Paris

The Maison & Objet Fair

PARIS, FRANCE — September 6-10, 2002 — **Maison & Objet** (www.maison-objet.com) is an international home decorating fair featuring decoration, gifts and table arts. There will be approximately 2,500 exhibitors at the show, and 55,000 professional visitors are expected to attend. Canadian home decorating style will be on display in Hall 6 of the fair as a French distributor for several Canadian companies presents their home decor products. There will also be presentation and distribution opportunities for other Canadian products as well.

For more information, contact Gisèle Aubut, Commercial Attaché, Canadian Embassy, Paris, tel.: **(011-33-1) 44 43 34 82**, e-mail: gisele.aubut@dfait-maeci.gc.ca 🌟

Enquiries Service

1-800-267-8376 (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling

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