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BroadcastAsia 2002

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TODAY'S MARKETS IN ESTONIA,
LATVIA AND LITHUANIA
supplement
(See insert)

Help wanted to repair Greece's environment

A lack of environmental controls during post-war development has left a few damaged regions in the midst of Greece's pristine expanses. While popular support exists for environmental issues, in practical terms Greece continues to lag behind some of its fellow European Union (EU) member states in environmental protection. Current controls

typically reflect minimum requirements stipulated by the EU. The total market for environmental equipment is estimated at US\$260 million (1998) of which almost 60% is imported.

Overview

Greece produces close to 5.5 million tons of solid waste each year. Legislation governing waste treatment and

Continued on page 9 – Greece's

First Team Canada mission to Europe

(See story on page 3)



Photo: Nathan Liss

Team Canada Business Networking Luncheon at the State Pushkin Museum in Moscow.

20-year contract for postal transformation

Canada Post delivers in Netherlands Antilles

Canada Post International Ltd. (CPIL) (www.canadapost.ca), Canada Post's international postal consulting arm, has signed a 20-year concession contract to provide postal and post banking services in the Netherlands Antilles (NA).

The country's five islands of Curaçao, Bonaire, Saba, St. Eustatius and St.

Maarten cover about 960 square kilometres in the southern Caribbean Sea. CPIL will help

Continued on page 2 – Canada



From anywhere... to anyone



— Continued from page 1

the government there reform Post Netherlands Antilles Ltd. (PNA) by increasing its efficiency, improving its financial performance and introducing new postal products and services.

The agreement was signed in Willemstad, Curaçao, by Miguel Pourier, Prime Minister of the Netherlands Antilles, Alfonso Gagliano, Canada's

produce economic growth for years to come," Prime Minister Pourier said. "We look forward to our new partnership and shared opportunities through the proven expertise of Canada Post International Ltd."

Canada Post goes global

Canada Post Corporation has undergone impressive changes since its inception 20 years ago. Now a global

sales executives maintain close relationships with contacts at DFAIT's international trade offices. These individuals are ideally positioned to spot opportunities and connect key players around the world.

"This business is highly dependent on maintaining strong relationships with the senior officials of other countries, not only throughout the bidding and sales cycle but during project delivery as well," says Gilles Hébert. "We consider the experts at DFAIT and CIDA to be extensions of our own project teams, working alongside us in Canada and abroad."

For more information, contact Janet Wilkinson, Canada Post International Ltd., tel.: (613) 734-6581, e-mail: janet.wilkinson@canadapost.postescanada.ca 🍁

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

Canada Postmark

former Minister responsible for Canada Post, Magda Rafael, NA Minister of Transport and Communications, Gilles Hébert, President of CPIL, and witnessed by Hedwig Komproe, President of PNA.

"We are very excited about helping Post Netherlands Antilles reform their services," said Gilles Hébert. "An efficient postal service enables private and corporate customers to meet their vital communication and distribution needs cost-effectively. This in turn facilitates domestic trade, which is a unifying force in this country."

Prime Minister Pourier said his government is committed to modernizing the postal system and to creating a new, independent structure that will operate as a self-sufficient entity.

"The reform of our postal system is a priority that will lead to improved service performance for consumers and businesses while facilitating the transfer of technology that will

leader among Posts, Canada Post helps transform postal organizations throughout the world into modern effective businesses through Canada Post International Ltd. (CPIL), its wholly owned subsidiary. Established in 1990, CPIL offers leading-edge consulting services, including postal technology solutions, postal transformation and e-commerce capabilities — all based on Canada Post's proven services and systems.

CPIL's team of multilingual, multi-skilled individuals has enhanced the effectiveness of postal services around the world, completing more than 125 projects in over 52 countries.

DFAIT support

Through the years, DFAIT's proven experience and valuable assistance have been instrumental to the successful development of CPIL business activities worldwide. As part of their market development activities, CPIL



Contract signing ceremony in Willemstad, Curaçao, on November 12, 2001 (from left to right): Gilles Hébert, President of CPIL; Magda Rafael, Netherlands Antilles' Minister of Transport and Communications; Alfonso Gagliano, Canada's former Minister responsible for Canada Post; Miguel Pourier, Prime Minister of the Netherlands Antilles; and Hedwig Komproe, President of PNA.

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CanadExport

Last month's Team Canada 2002 mission — the seventh such trade mission led by Prime Minister Jean Chrétien, the provincial premiers and territorial leaders but the first one to Europe — successfully opened doors for Canadian business in Russia and promoted science and technology and investment partnerships with Germany.

"The Team Canada 2002 mission has given Canadian companies unprecedented profile and exposure in Russia at a time when the economy is showing positive growth and becoming more open and market-driven as a result of historic reforms," said the Prime Minister. "In Germany our mission has positioned Canada as a technology partner and a strategic investment destination in the minds of hundreds of German business people."

Highlights of the Team Canada 2002 mission include:

- concluding 133 new business deals in Moscow, Berlin and Munich worth \$583.6 million, including 41 contracts worth \$312.2 million, 88 memoranda of understanding and letters of intent worth \$239.4 million, and four planned investments worth \$32 million. The agreements in Germany cover products and services in a wide range of sectors, from telecommunications, information and medical

technology, food and housing, to education, aviation, film, television and art. The agreements in Russia comprise sectors such as agriculture and food, housing and construction

sign of confidence and recognition that Canada offers a cost-effective and strategic place to do business, given our preferential access to the North American market, emphasis

Mission accomplished: deals worth over \$0.5 B

First Team Canada mission to Europe

materials, education, oil and gas, mining, and technology, including cold weather technology.

- promoting the more than 290 Canadian enterprises that participated in the mission to Russia and Germany. This includes more than 150 small and medium-sized companies, whose marketing and business development efforts benefit the most from the visibility generated by Team Canada missions.
- tremendous interest in two investment and three science and technology seminars in the areas of photonics, biotechnology and technology transfer held in Berlin and Munich. The seminars attracted more than 900 senior executives from leading conglomerates and Mittelstand companies — multi-million dollar, small and mid-size firms — the predominant source of German investment in Canada, which typically involves capital as well as technology transfer in export-oriented industries.

on education, innovation and skills and the strength of the Canadian economy," said the Prime Minister.



International Trade Minister Pierre Pettigrew (centre) with the members of Junior Team Canada (from left to right) Guillaume Parent, Pamela Suneja and Nathan Liss, at the Welcome Reception in Moscow. In the back, Ronald Dahms, VP, EDC.

During the six previous missions Team Canada visited Beijing, Shanghai and Hong Kong in 2001; Japan in 1999; Mexico, Brazil, Argentina and Chile in 1998; South Korea, the Philippines and Thailand in 1997; India, Pakistan, Indonesia and Malaysia in 1996; and China and Hong Kong in 1994.

For more information on the mission, a list of participants, photos and deals concluded, visit www.dfait-maeci.gc.ca/can_bus/successes-e.asp 🍁



International Trade Minister Pierre Pettigrew (centre) with (from left to right) Ronald Dahms, Senior Vice President, Business, EDC; Amelia Salehabadi, Groupe Conseil Salehabadi Melançon; Douglas Patriquin, President, CCC; Robert Scully, Maximage Marketing; and Michael Novak, SNC Lavalin, at a Business Networking Dinner Reception, at the Old Town Hall in Munich.

“The German business community's response to Team Canada 2002 is a clear

MEXICO

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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.
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The Aerospace and Airport Development Markets



Mexico is the largest military and commercial aircraft market in Latin America. It has the second largest business aircraft fleet in the world and a substantial private aviation services industry. In 1998, Mexico began privatizing its state-owned airlines, a move expected to launch major modernization and expansion programs worth billions.

Market Overview

Mexico's pursuit of trade liberalization has posed enormous challenges to the country's transportation industry and infrastructure. Principle among these challenges has been increasing passenger and cargo traffic rates. To spur development of its transportation sector Mexico has privatized 34 of

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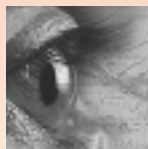
the country's 84 commercially scheduled airports and will soon privatize the Benito Juarez International Airport in Mexico City. Plans to privatize its remaining state-owned airlines have been announced.

The Mexican market for aerospace and airport development continues to be driven by increasing passenger and air cargo levels, and airport privatization. In 1999, the Mexican aerospace market was worth a total of \$327.17 million. It was expected to reach more than \$395 million in 2001. The Mexican market for airport and ground support equipment totalled \$150 million in 1999 and was expected to exceed \$162 million in 2000. Imports account for more than 90% of both markets.

Opportunities

Over the next five years, Mexican airlines are expected to procure, or lease, approximately 100 new aircraft (of at least 100 seats each). Over the long term, between 260 and 360 new commercial aircraft worth up to \$26.5 billion may be procured.

With the exception of Mexicana and Aeromexico, Mexican airline fleets are quite old — with an average age of 16.5 years. Lacking funds for new aircraft, most smaller airlines continuously maintain and upgrade their



existing fleets. As a result, Mexico's maintenance, repair and overhaul (MRO) market is substantial, and offers opportunities for Canadian MRO service providers. In addition, Mexican air carriers are expected to invest at least \$220 million to meet 1999 noise pollution regulations.

The consortia that control Mexico's 34 private airports plan to invest more than \$2 billion over the next four years. These investments will be directed primarily toward the upgrade of signalling, communications and information technology systems. However, investments will also be made in ground support equipment and airport capacity expansion. Opportunities also exist for companies to provide airport design, security, cargo handling and equipment selection consulting services.

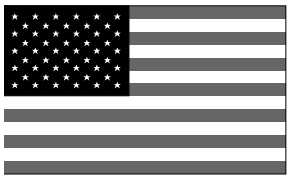
Market Access

Joint-venture partnering arrangements are the most effective way of achieving market exposure in Mexico and are a powerful way of overcoming cultural and language barriers.

In accordance with NAFTA, Mexico will eliminate tariffs on all industrial products imported from Canada — provided they meet NAFTA rules of origin — by 2008. There are no duties on imports of Canadian manufactured aircraft and parts. Canadian exports of some airport and ground support equipment are subject to import duties ranging from 4.5% to 6%.

See Potential?

To learn more about this market, read *The Aerospace and Airport Development Markets*, 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



The U.S. Connection

The U.S. Connection is produced in co-operation 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.

Dedicated to technology and e-learning

New Brunswick master of OnLine

New Brunswick's IT companies have been participating in the **OnLine Learning Conference and Exposition** (www.lakewoodconferences.com) since 1999, and at the latest show, held in Los Angeles, October 1-3, 2001, the province's coordinated trade promotion was better than ever.

The National Research Council of Canada and thirteen e-learning companies from New Brunswick exhibited in the province's 1,200-square foot pavilion, and three more companies exhibited independently. The dynamic pavilion, strategically located near the main entrance, confirmed New Brunswick's global reputation as a powerhouse of "total solutions" in e-learning.

Led by senior officials of Business New Brunswick (a provincial government department), the L.A. mission was organized by the province, in cooperation with Industry Canada's International Trade Centre in Moncton, with the support of DFAIT through the Canadian Consulate General in Los Angeles.

E-learning leader

Education is one of the world's largest

industries, but rapid change and globalization in the industry have made it necessary to use more than traditional methods to keep workforces current. As a result, e-learning is now the fastest-growing sector in the industry, and a phenomenon itself.

New Brunswick's e-learning industry has grown in the last decade to include more than 40 innovative e-learning companies, 1,000 employees and estimated sales of \$40 million each year. As many as one half of these companies predict up to 50% growth in the coming year. Exports from 71% of them represent 95% of all revenues in the e-learning sector, and have earned New Brunswick the distinction of being the region delivering more courses on-line per capita than anywhere else in the world!

Positive feedback

With over 5,000 participants, the 2001 **OnLine Learning Conference and Expo** offered real opportunities for New Brunswick companies to promote their capabilities. Despite this year's lower attendance following the September 11 tragedy, participants believed the quality of the show was

even greater, noting that buyers were more knowledgeable about online products and services and more prepared to buy.

According to Françoise Roy, Marketing Director for THEORIX (www.theorix.com), a Moncton-based company that specializes in distance learning: "We generated 100 leads which, at this early stage, have led to four strategic partnerships and many serious sales leads."

For Fredericton-based **Content Alive** (www.contentalive.com), specialists in custom e-learning solutions, the L.A. mission led to 10 solid leads.

According to Susan Bates, a sales analyst with Content Alive: "Even though the attendance at OnLine Learning was drastically reduced, it was an excellent opportunity to connect with other New Brunswick companies and explore possible partnerships."

Partnering is not a new concept in New Brunswick. In fact, partnerships involving New Brunswick companies are internationally recognized as being the "Best-of-Breed" when it comes to designing and developing learning technologies and tools.

A good example is Fredericton-based **LearnStream** (www.learnstream.com), another L.A. mission participant, which specializes in custom courseware design for *Fortune 500* companies, system integrators, training publishers, governments, military and large international organizations.

Pat Sullivan, Vice-President of **Strategic Relationships** at LearnStream, noted, "The Online Learning event is a great networking opportunity and

Continued on page 7 – OnLine

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 October 2001, the United States Department of Defense (U.S. DoD) named Lockheed Martin as the Joint Strike Fighter (JSF) prime contractor. JSF is a \$200 billion U.S.-led program to develop the next generation of technologically superior and affordable combat aircraft to meet the requirements of the U.S. Air Force, Navy and Marine Corps. As the largest acquisition program in U.S. DoD history, JSF sets new standards in the development of manufacturing technologies, acquisition and business practices, and export licensing.

As Canada's international contracting agency, the Canadian Commercial Corporation (CCC) is well positioned to support Canadian exporters, particularly small and medium-sized exporters (SMEs), on potential Joint Strike Fighter (JSF) subcontracts.

Canada's Department of National Defence (DND) and its counterpart, the U.S. DoD, signed a memorandum of understanding (MOU) on February 7, 2002, which formalizes Canada's participation in the JSF system development and demonstration phase and included mention of CCC as a service provider in this phase of JSF.

"This is an important agreement for both the Department of National Defence and Canadian industry. This project will enhance interoperability with U.S. and other allied forces, and will provide opportunities for Canadian industry to participate in this cutting-edge aerospace project," said

Alan Williams, DND's Assistant Deputy Minister for Materiel.

CCC value

As custodian of the Canada-United States Defense Production Sharing Arrangement (DPSA), CCC has extensive knowledge in the handling of

CCC can help you strike a deal with JSF

Tap into largest U.S. Defense acquisition program

U.S. DoD contracts. CCC officers will use this expertise to provide such services as assistance with bid preparation, sales negotiation and contract management to qualified exporters interested in participating in the JSF program.

CCC's participation in contractual transactions guarantees contractual performance to the buyers, enhancing the credibility and attractiveness of Canadian companies, thus opening the opportunity for consideration by the prime contractor, Lockheed Martin. CCC's contracting expertise will help exporters determine if they are qualified to meet both the military and commercial components of any requirements. Those companies that are qualified will benefit from having CCC at the table from the negotiation stage through to the contract closure.

"For almost five decades, CCC has facilitated access to the U.S. Department of Defense for Canadian companies. The Corporation's participation in the largest DoD program clearly demonstrates our ongoing commitment to maintain access to this market,"

said CCC's Director of U.S. Business, Colonel (Ret) Robert Ryan.

In addition to using its experience with the U.S. DoD to help exporters secure subcontracting opportunities, CCC also posts pertinent information about the JSF and other related business opportunities on its Web site at www.ccc.ca

For more information, contact Ron Linton, Senior Business Development Officer, CCC, tel.: (613) 995-0140, e-mail: ron.linton@ccc.ca Web site: www.ccc.ca 🍁

OnLine Learning — Continued from page 6

we truly enjoy raising awareness about New Brunswick's IT industry."

Final notes

Preliminary feedback from participants suggests that the conference contributed to \$5-7 million in potential sales and a possible 45-75 new jobs in New Brunswick.

Next year's event will be held in Anaheim, California, and New Brunswick has already contracted to set up a pavilion in a prime location — right next to Smart Force, the world's largest provider of e-learning!

A report featuring the fourteen exhibitors at this year's New Brunswick pavilion is now available.

For more information, contact Victor Landry, International Trade Centre, Moncton, tel.: (506) 851-6421, fax: (506) 851-6429, e-mail: landry.victor@ic.gc.ca or Stephen Kelly, Business New Brunswick, tel.: (506) 444-5265, fax: (506) 453-3783, e-mail: steve.kelly@gnb.ca 🍁

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

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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

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

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

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

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

As a small country, Denmark has good reason to be receptive to new, innovative solutions for the old problem of waste management. Indeed, Denmark's extensive and longstanding environmental programs have given its local industries an edge in environmental expertise and technology, and have contributed to Denmark's reputation as one of the world's most environmentally friendly countries.

Small country, big plans

Environmental sector in Denmark

Overview

Since the early 1980s, Denmark's Social Democratic governments have used legislation and taxation to enforce a strong environmental agenda. But, with the election last November of a new Liberal-Conservative coalition, some of Denmark's environmental policies may change.

The new government is expected to reduce the "green tax" on industry and agriculture and will transfer control of energy-related issues from the Ministry of Environment and Energy to the Ministry of Industry and Finance. The government will now receive input for its environmental policies from the newly formed Institute for Environmental Assessment. The government has also repealed the ban on disposable packaging that has, up to now, kept canned soft drinks and beer off the Danish market.

Opportunities

Ongoing environmental investments in Denmark are contributing to a substantive market worth some \$5 billion (1999). Since Denmark regards itself as a world leader in environmental solutions, Canadian vendors must offer innovative, cost-effective solutions that are compatible with Danish environmental models.

Solid waste management — The Danish Waste Management model was devised to deal with the 13 million tonnes of waste produced each year

in Denmark. Top priority is assigned to recycling waste followed by waste incineration. Land-filling is viewed as a last resort. A Canadian company is currently engaged in carcass disposal — a new problem since the global BSE scare — using incineration and gasification. Denmark is also working on other action plans, for example, in the building and construction sector.



Recycling solutions — The June 1 introduction of canned beer and soft drinks will create a demand for collection and recycling systems.

Clean technology — Processes, manufacturing systems and raw materials that produce less waste, fewer residues and consume less energy are in high demand. A Danish firm and two of Denmark's largest research institutes are exploring ways to replace methyl tertiary butyl ether (MTBE) in gasoline with bioethanol produced from straw.

Monitoring systems — The demand will continue for air- and land-based early-warning systems for environmental hazards such as oil spills and radiation leaks. Canadian-made aircraft are already engaged in environmental monitoring functions in Denmark.

Competition

Most environmental products are imported from France, Germany and Italy. The Danish environmental manufacturing industry is represented by Danish Haldor Topsoe (catalysts), Desmi (oil skimmers), Roulunds Fabrikker (oil booms) and Krüger (waste water) and Volund (incineration), two Danish firms that were acquired by French and Italian companies. Denmark's real strength in the environmental industry lies in its world-class consulting and engineering services companies such as COWI, Carl Bro and Ramboll.

Denmark also channels funding into Eastern Europe where it has a strong environmental presence.

Useful Web sites

- The Danish Environmental Protection Agency posts environmental reports, including the Danish Waste Plan, that provide clues to market potential: www.mst.dk/homepage/
- Green City showcases the Danish environmental industry: www.greencity.dk
- The Danish Industrial Symbiosis Project examines sustainable waste re-use in a local community: www.symbiosis.dk/
- The Danish Ministry of Environment and Energy posts English versions of Danish environmental policies: www.mem.dk/ukindex.htm

For more information, contact David Gillett, Commercial Counsellor, Canadian Embassy, Copenhagen, tel.: (011-45) 33 48 32 50, fax: (011-45) 33 48 32 21, e-mail: david.gillett@dfait-maeci.gc.ca Web site: www.canada.dk 🍁

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The environmental protection policies adopted and implemented in the Czech Republic since 1995 have brought tangible results. These policies, combined with effective regulatory instruments, incentives and considerable investment, have reduced emission levels and improved the quality of the country's air and water.

Market overview

The Czech Republic applies a system of Environmental Impact Assessment (EIA) to a broad range of projects. Emissions and discharges from polluting installations must now satisfy national standards, and a strong environmental inspection mechanism enforces compliance with national laws. The quality of public information has also improved: economic and environmental data are now easily accessible, environmental reports are published regularly, and international environmental norms and standards are increasingly being used.

Although the passage of the 1998 Waste Management Act, which was based on EU principles, led to considerable improvements in air and water quality, more effort is needed. Carbon dioxide emissions and noise levels remain high, many larger cities still have "slightly polluted air" (according to the International Air Quality Index), and almost 5,000 municipalities still lack proper plans for sewage and wastewater treatment. Approximately one third of all water ways, especially smaller streams, remain "highly" or "very highly" polluted, and 25% of homes are still not connected to sewers. Land-filling remains the most common means of waste disposal.

Large environmental investments (3% of GDP) by the private sector in noise abatement, water-pollution reduction and contaminated soil remediation should continue given the on-going requirement for the Czech Republic to conform to EU environmental legislation.

Air — Converting industrial operations from the use of brown coal and heavy fuel oil to natural gas, combined with massive investments into retrofitting large coal/lignite-fired power

plants with de-sulfurization equipment, caused emission levels of sulphur dioxide and nitrous oxide (NOx) to fall 68% and 50%, respectively, between 1987 and 1997.

As well, levies on industrial emissions have helped finance the

Legislation produces results

Environmental sector in the Czech Republic

reduction in emissions from smaller sources, helping the Czech Republic achieve its overall commitment to reduce emissions from conventional pollutants. A comprehensive monitoring system has been established for the most polluted parts of the country

Water — Between 1990 and 1997, discharges of effluent, particularly from larger municipal and industrial sources, has been reduced markedly, 54% for suspended solids, 77% for oil substances and 87% for acidity. Despite recent improvements, many measuring stations still use inadequate groundwater quality standards and so levels of microbial and nutrient contamination remain high in reservoirs, small rivers and creeks.

Waste — Mining, manufacturing, industry and utility operations produce large quantities of waste and

land-filling remains the most commonly used method of disposal. Although standards have improved, many land-fill sites are still contaminated by previous industrial and military activities and continue to be used for hazardous waste.

Landfill fees are too low to encourage more environmentally sound waste-management techniques such as incineration or recycling of secondary raw materials.

Opportunities

The following areas offer opportunities: energy efficiency, disposal of hazardous waste, waste management, alternative energy sources, reduction of carbon dioxide emissions and renewal of ecological systems. German, Austrian, Scandinavian and French environmental companies are major competitors. For more information, visit the Ministry of Environment's Web site: www.env.cz

For more information, contact: Jitka Hoskova, Commercial Officer, Canadian Embassy, Prague, tel.: (011-42-02) 7210-1800, fax: (011-42-02) 7210-1894, e-mail: jitka.hoskova@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/prague 🍁

Greece's environment — Continued from page 1

disposal, which is based on EU regulations, is often poorly enforced so most of this waste material ends up, untreated, in government-owned and operated landfills. The government offers few incentives to recycle.

Rapid urban development has resulted in residential construction outpacing infrastructure, which has created waste disposal problems in

populated areas as well as marine and atmospheric pollution.

The densely populated Attica basin suffers the most, but other areas are also showing signs of stress. In Athens, where almost half of the population lives (over 40%), the problems of waste management and atmospheric pollution are particularly acute. Prime

Continued on page 12 – Greece's

Acadian Seaplants Limited (www.acadianseaplants.com) of Dartmouth, Nova Scotia, has found an exclusive niche market in Japan for its cultivated seaweeds which it has been exporting to that country for over eight years now.

Nova Scotian seaweed a delicacy in Japan

A niche market worth cultivating



For a company engaged primarily in the cultivation, processing and development of value-added seaweed and seaweed-based products, it was no accident to target Japan where 15% of the Japanese diet is seaweed.

Market and product research key

"This is one of the facts we discovered during our extensive market research," says company President Louis Deveau. "We had one of our people spend six months in Japan, studying conditions and requirements for our products — with good assistance there from Canada's Trade Commissioner Service."

With confirmation that Japan was indeed looking for cultivated seaweed, Acadian's unique cultivated pink seaweed, called Aka Hana-nori, was first introduced to the Japanese food market in the mid-1990s. Based on its success, the company soon produced green (Ao Hana-nori) and the first-ever yellow (Kiku Hana-nori).

"As a matter of fact," recalls Deveau, "this first-ever yellow edible seaweed was introduced to the Japanese food market at the world famous trade fair FoodEx 2001 where Acadian Seaplants exhibited in the Canadian Pavilion. There again, we received good assistance from the Trade Commissioner Service at the Canadian Embassy in Tokyo which sent out invitations to food companies to visit our exhibit."

In addition to the time and effort

spent on market research, Acadian — it has been producing top quality marine plant products for over 25 years — has invested significantly in R&D to come up with its unique products. And research is ongoing to diversify its product lines.

Emphasis on quality

As a result, it has achieved worldwide distribution and recognition as a diversified manufacturer of innovative and top quality products.

Acadian's seaweeds are grown inland in outdoor growing ponds containing superpurified seawater, under quality-controlled conditions.



Aerial view of Acadian Seaplants' unique land-based cultivated seaweed operation. Inset: Aka Hana-nori.

"The strong emphasis on quality has paid off in so many ways," says Deveau proudly. "We received a Canada Export Award in 1996 and more recently the 2001 Canadian Innovation Award for Technology from the Canadian Manufacturers and Exporters for our innovative cultivated seaweed food products."

Yet few Canadians have experienced the award-winning food. Little wonder since 98% of Acadian's products — which include feed additives, fertilizers, animal feed, ingredients for

health and beauty products and the brewing industry — are exported to over 65 countries, mainly the U.S.

"These unique seaweed food products from Canada have met with exceptional Japanese market acceptance and demand," explains Hiroki Nakamoto, the company's Sales and Marketing Manager - Food

Division. "As a matter of fact, when it comes to demand, we sell absolutely everything we can grow to Japan."

The products are sold for use in retail outlets, restaurants, hotels, deli operations and institutional food services (hospitals, universities). Uses range from seaweed salads to sashimi garnishes and soup ingredients.

Ingredients for success

Nakamoto, who makes frequent trips to Japan, calling on customers and investigating new markets, is also quick to emphasize quality. "When it comes to selling products abroad, especially food, it has to be of the highest quality," he insists. "Other ingredients include good market research, strong customer relations, understanding market structures and regulations, and specific requirements such as food certifications."

He acknowledges, of course, that this is all based on a thorough understanding of the country. That is where officers of the Canadian Trade Commissioner Service in target countries can also help.

"Last but not least, having someone who knows the local language is very important," he notes with a smile. "In my case, being of Japanese origin, it is obviously much easier to make a good bridge between the target market and my company."

What better proof than Acadian's resounding success in Japan.

For more information, contact Hiroki Nakamoto, Sales and Marketing Manager - Food Division, Acadian Seaplants Limited, tel.: (902) 468-2840, fax: (902) 468-3474, e-mail: hnakamoto@acadian.ca Web site: www.acadianseaplants.com 🍁

Building a solid reputation

MHKW — architects to a new China



"Opportunities for excellent architects in China are unlimited," exclaims Michael H.K. Wong and he should know. Wong's Toronto-based architecture and design firm, **MHKW Architects Inc.**, has recently won three contracts in Southern China. "The future is fantastic," he adds.

MHKW Architects Inc. (www.mhkw.com) has been commissioned to design the forty-one storey Guangdong Mobile Communications building in Guangzhou, the Art and Cultural Centre in Zhongshan and the village of Waishen Qian Urban Renewal Project in Zhuhai. Business is clearly booming for the Toronto firm — which has won every international competition it has entered in China.

China's construction sector is in the midst of a monumental boom itself, fuelled by soaring standards of living and bolstered by demographics. The institution of a mortgage system and the recognition of individual property rights have greatly enhanced the commercialization of this market as well.

Wong, "Canadian by choice and by adoption," was educated in Taiwan where he obtained his engineering degree and graduated from the University of Manitoba in architecture in 1966. He is proud of his firm's success but readily shares the acclaim.



Art and Cultural Centre, Zhongshan.

"Trade officers at the Canadian Consulate General in Guangzhou were extremely helpful," he says, "in providing us with briefings, contacts and market support. I don't know if I could have done it without them."

Number one — by design

Wong goes on to explain his company's involvement in China's construction market: "An accident led me there. Toronto was twinned with the city of Chongqing and Art Eggleton, who was mayor from 1980 to 1991, chose me to represent the Toronto building services sector in 1986. Later, when Chongqing wanted to build a 110-floor highrise, city officials said: 'Let's call Wong.' That was in 1994 and ever since then it has been one project after another."

"A lot has changed in the building services sector in China," notes Wong. "The Chinese are now starting to appreciate good design in the free market. They are beginning to shop for quality."

Wong's commitment to China goes beyond business, however. He has recently completed a lecture series with Larry Richards, Dean of the University of Toronto's Faculty of Architecture, Landscape and Design (ALD), that took them to seven cities

in China. Their speaking tour emphasized a singular virtue to their audiences: creativity.

"The Chinese architectural community is learning fast," Wong says. But, he asserts, "Canadian architects are second to none. Put simply, we are the best."

Tips from an expert

The prospects for architects and designers in China are good.

Furthermore, Wong believes that Canada's educational system and its harsh climate have inculcated Canadian-trained architects with that essential creative "edge".

"Canadians also have a good image in the Chinese market. This," explains Wong, "is due to our government's promotion of Canadian businesses there and Dr. Bethune (who) did a wonderful job."



Guangdong Mobile Communications, Guangzhou.

Market opportunities abroad should, however, be engaged cautiously. Speaking of the Canadian architectural industry, Wong offers exporters this advice: "The resources of Canadian companies are comparatively small, therefore, to reinforce success our approach must be focused and targeted."

Take it from Wong, an old hand in this new market:

- Understand the country and know your market: do your homework.
- Talk to those already doing business abroad.
- Use your trade commissioners (www.infoexport.gc.ca).

For more information, contact Brandon Geithner, China and Mongolia Division, DFAIT, tel.: (613) 996-7256, e-mail: brandon.geithner@dfait-maeci.gc.ca 🍁

IBOC: Trade leads

THAILAND — Aluminum Ingot — The Metropolitan Electricity Authority (MEA) (www.mea.or.th/english) invites bids (bid no. MP5-8934-WBX) for the supply of aluminum ingots. Cost of application: US\$30.00. Closing date: **May 3, 2002**. For bid documents, contact the Foreign Procurement Division of MEA. For more information, contact Pradit Suveeranont, Director, Metropolitan Electricity Authority (MEA), Purchases and Stores Department, 121 Chakpetch Road, Bangkok 10200, Thailand, tel.: (011-66-2) 221-2841, fax: (011-66-2) 224-2468, e-mail: suporn@mea.or.th Also contact Praphimphan Dumrisomkul, Commercial Assistant, Canadian Embassy, Bangkok, fax: (011-66-2) 636-0568, e-mail: praphimphan.dumrisomkul@dfait-maeci.gc.ca quoting case no. 020204-00493. (Notice received from the Canadian Embassy in Bangkok.)

THAILAND — Mae Hong Son Photovoltaic Power Generation Project — The Electricity Generating Authority of Thailand (EGAT) invites bids (bid no. EGAT 1/2545-MHS-PV) for the construction of the Mae Hong Son photovoltaic power generation station, including the supply of materials and equipment. Cost of bid documents (available until April 25, 2002): US\$67.00. Closing date: **May 8, 2002**. For more information, contact Wuttichai Tepparope, Chief, Foreign Procurement Department, Electricity Generating Authority of Thailand, Room No. 503, Building T 083, Bang Kruai, Nonthaburi 11130, Thailand, tel.: (011-66-2) 436-4382, 436-1382, fax: (011-66-2) 433-6317, 433-5523. Also contact Niparat Pornruangsap, Commercial Assistant, Canadian Embassy, Bangkok, fax: (011-66-2) 636-0568, e-mail: niparat.pornruangsap@dfait-maeci.gc.ca quoting case no. 020212-00642.



IBOC
International Business
Opportunities Centre

International Business Opportunities Centre

As Team Canada Inc's Sourcing Centre, the International Business Opportunities Centre (IBOC) matches business opportunities from around the world with the business interests of Canadian exporters, particularly small and medium-sized enterprises. IBOC offers a value-added service to trade commissioners by directly contacting Canadian companies about foreign trade leads.

To pursue our international trade leads, check out our Web site at www.iboc.gc.ca (particularly our E-Leads® and Web-Leads®).

(Notice received from the Canadian Embassy in Bangkok.) ❁

IBOC opportunities: www.iboc.gc.ca

Greece's environment — Continued from page 9

vacation destinations often need help coping with the surge in waste caused by the influx of tourists each summer.

Over the past decade, fires have destroyed thousands of acres of forest and farmland each year, creating long-term implications for the environment. Reforestation programs have been launched to reverse this environmental damage.

Government initiatives

The Greek government is using a number of strategies to reduce pollution.

- In large urban areas, automobile traffic in city centres is rationed, environment-friendly buses are being phased in, and, in Athens, a metro system is now in use.
- Athens is building a state-of-the-art recycling plant, a tire recycling facility and a medical waste incinerator. To support sustainable develop-

ment, a national land registry is being compiled and zoning by-laws have been introduced.

- Home-owners are now encouraged to switch to more environment-friendly heating sources, and natural gas distribution networks are being developed in large cities.

Opportunities

Potential opportunities for Canadian companies include scalable desalination and renewable energy systems for the Greek islands and other remote areas, systems for controlling industrial pollution and waste, fire prevention and natural resources management systems and reforestation tools. An estimated two million visitors to the 2004 summer Olympics in Athens will also create an urgent requirement for temporary, environment-friendly urban collection and disposal systems.

Canadian firms should concentrate on niche high-technology opportunities that can be conducted in partnership with EU or local companies. Working with a local partner is essential.

Market access considerations

Red tape is one of the main foes of the environment in Greece. Approval procedures are complex, licencing fees are high and decisions on environmental matters are often complicated by overlapping areas of responsibility between government agencies.

Germany, Italy, Denmark, the Netherlands and the U.S. are major players in this sector, with success often hinging on the ability to offer attractive financing.

For more information, contact Marianna Saropoulos, Commercial Officer, Canadian Embassy, Athens, tel.: (011-30-10) 727-3351, fax: (011-30-10) 727-3460, e-mail: marianna.saropoulos@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/gr ❁

Last chance to apply

2002 Canada Export Awards

The Department of Foreign Affairs and International Trade established the **Canada Export Awards** in 1983 to highlight the hard work and accomplishments of Canadian exporters. Finalists and winners of the awards are honoured at a special presentation ceremony attended by over 400 Canadian businesspeople and exporters, and are recognized across the country for their outstanding achievement as Canadian export champions.



Eligible companies must be based in Canada and have actively exported for at least three years. Applications for the Canada Export Awards are reviewed by a selection committee comprising Canadian business and industry leaders. In selecting the finalists and the winners, the committee is guided by, but not limited to, the following criteria:

- significant increases in export sales over the past three fiscal years;

- success in introducing new products and services into world markets;
- success in breaking into new markets.

For further information or to obtain an application form, consult the Canada Export Awards Web site www.infoexport.gc.ca/awards-prix

We encourage companies to submit their applications by e-mail. For those who do not have access to the Internet, contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395. The deadline for applications is **March 31, 2002**. 🍁

Cairo move

Effective February 18, 2002, the Canadian Embassy in Cairo, Egypt, has relocated to a new chancery: 26 Kamel El Shenawy St., Garden City, Cairo, Egypt, tel.: (011-20-2) 794-3110, fax: (011-20-2) 794-7659, e-mail: cairo-td@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/eg 🍁

Business Integrity Workshops: Managing the New Global Reality

ACROSS CANADA — April 12-May 24, 2002 — Export Development Canada (EDC) (www.edc.ca) is a lead sponsor of this series of cross-Canada workshops presented by the Canadian Chamber of Commerce and the Canadian Manufacturers and Exporters.

These workshops are designed to explain the risks and obligations involved in conducting international business. Topics include the effective

use of international guidelines to provide standards for international business, navigating issues of bribery and corruption, doing business in conflict zones or other challenging environments, and EDC's new environmental review directive.

Workshop locations and dates:

- OTTAWA** — April 12, 2002
- MONTREAL** — May 16, 2002
- TORONTO** — May 22, 2002
- CALGARY** — May 23, 2002
- VANCOUVER** — May 24, 2002

For more information, call toll free (866) 775-1816 or register online at www.dameco.com/business-integrity/ or contact F. Daniela Pizzuto, Communications Advisor, EDC, tel.: (613) 598-6829, e-mail: dpizzuto@edc.ca 🍁

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Expomin 2002 in Santiago

SANTIAGO, CHILE — May 7-11, 2002 — **Expomin** is Latin America's largest and most prestigious mining trade show. Held bi-annually, it is recommended for all aspects of the mining industry other than exploration. **Expomin 2000** featured 2,300 exhibitors and attracted 43,000 visitors. Running simultaneously with the show is the **VII World Mining Congress for Latin America**.

In this year's exhibition, the Government of Canada will be represented through the Department of Foreign Affairs and International Trade (DFAIT), Natural Resources Canada (NRCAN), Export Development Canada (EDC) and the Canadian Commercial Corporation (CCC), which, in conjunction with various provincial governments, will support Canadian private sector exhibitors.

The expansion of mining activity in Chile over the past decade and the wave of new mining projects has generated a continuing high demand for mining equipment. Imports represent approximately

80% of the mining equipment market, valued at \$700 million in 2001.

Canada's presence in local mining operations has increased significantly in recent years. Canadian authorized investments in the mining sector have surpassed \$7.5 billion and Canadian equipment and services suppliers are constantly increasing their presence in the Chilean market. Indeed, many have set up commercial agreements, such as joint-ventures, with local firms in order to establish a competitive presence in the market and to make the most of local expertise, contacts and labour skills.

With the signing of the Canada-Chile Free Trade Agreement, the majority of mining equipment products now enter Chile duty-free, which lends an additional competitive advantage to Canadian suppliers already well regarded for their state-of-the-art technology and leading-edge mining methodologies.

As in past years, the Canadian Association of Mining Equipment and

Services for Export (www.camese.org) (CAMESE) is organizing the Canada Pavilion at **Expomin 2002**. This year it is collaborating with Natural Resources Canada (www.NRCAN-RNCan.gc.ca) to develop activities that promote the image of Canada and benefit exhibitors in the pavilion. A total of \$165,000 is available to defray costs of extra publicity, a business/hospitality facility at the pavilion, and increased networking opportunities. The funds will be provided under the Brand Canada campaign, which seeks greater recognition for Canada as a source of high-quality, value-added products and services.

Founded in 1981, CAMESE is the national voice for Canada's mining equipment and services exporters. Its corporate members across the country supply most of the products and services required for successful mining.

For more information or to register for the Canada Pavilion at **Expomin 2002**, contact CAMESE, tel.: (905) 513-0046, e-mail: minesupply@camese.org Web site: www.camese.org 🍁

Washington World Bank and Inter-American Development Bank

Trade mission in the legal and judicial sector

WASHINGTON, D.C. — May 15-17, 2002 — The World Trade Centre Montréal (www.wtcmontreal.com/wbjur) and Team Canada Inc (http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57) invite organizations involved in legal and judicial reform activities in both the private and public sectors to take part in a trade mission to the World Bank (www.worldbank.com) and the Inter-American Development Bank (www.iadb.org).

Designed for those with some international experience, this mission will enable participants to learn how multilateral development banks operate, how they award contracts and

how the US\$35 billion they invest annually in developing economies translates into business opportunities for Canadians. Participants will attend meetings with sectoral specialists and senior Canadian representatives on staff at the banks.

Legal and judicial reform is an important aspect of the development projects executed by the World Bank, which dedicated US\$2.1 billion in 2001 to projects relating to legal reform issues. These projects range from reforming securities regulations and the administration of courts to establishing the legal frameworks required for the privatization of formerly nationalized industries.

The Inter-American Development Bank also views legal and judicial reform as central to its mandate. Its loans directed toward enhancing the application and administration of justice in developing countries totalled US\$1.9 billion in 2001. Support has included projects dealing with the modernization of courts, improvements in competition law and the reform of legal institutions aimed at improving governance.

For more information, contact Élise Laferrière, World Trade Centre Montréal, tel.: (514) 849-3593 or 1-877-590-4040, e-mail: elaferriere@wtcmontreal.com 🍁

Upcoming trade shows and conferences

For the full details of these events, see CanadExport on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions":

TORONTO, ONTARIO — April 17-19, 2002 — The Chinese Business Expo and Conference. For more info: www.chinesebusinessexpo.com

VANCOUVER, B.C. — April 21-22, 2002 — Grocery Showcase West. For more info: April Ryan, Canadian Federation of Independent Grocers, (416) 492-2311 ext. 224, april.r@cfg.ca

MUSCAT, OMAN — April 21-24, 2002 — The Oil & Gas West Asia Conference and Exhibition. For more info: www.ogwaexpo.com.om or Imad Arafat, Canadian Embassy, Riyadh, imad.arafat@dfait-maeci.gc.ca or Maher Abou-Guendia, DFAIT, maher.abou-guendia@dfait-maeci.gc.ca

BRUSSELS, BELGIUM — April 23-25, 2002 — The European Seafood Exposition and Seafood Processing Europe. For more info: food@divcom.com or www.euroseafood.com or www.europrocessing.com or Paul Desbiens, Canadian Embassy, Brussels: paul.desbiens@dfait-maeci.gc.ca www.infoexport.gc.ca/be

BEIRUT, LEBANON — April 24-28, 2002 — Telecom Middle East 2002; CompEX 2002, the International Exhibition and Conference for Information and Office Technology Serving the Middle East; and E-Commerce Middle East 2002, the International E-Commerce Conference and Exhibition for the Middle East. For more info: www.ifp.com.lb/telecom02/ or www.ifp.com.lb/compex02/ or www.ifp.com.lb/ecommerce02/ or Sophie Legendre, Canadian Embassy, Beirut, sophie.legendre@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

HONG KONG — April 28- May 1, 2002 — Hospital Authority Convention 2002. For more info: www.ha.org.hk/haconvention/hac2002/orgmsg.html or contact Paul Hui,

huipkp@ha.org.hk or Fatima Lai, Canadian Consulate General, fatima.lai@dfait-maeci.gc.ca

TEHRAN, IRAN — April 28-May 2, 2002 — Geomatics Conference and Exhibition. For more info: Azar Zanganeh, Canadian Embassy, azar.zanganeh@dfait-maeci.gc.ca

DUBLIN, IRELAND — April 30-May 1, 2002 — EirTronics. For more info: John Sullivan, Canadian Embassy, Dublin, john.sullivan@dfait-maeci.gc.ca

TORONTO, ONTARIO — May 3-5, 2002 — The Canadian International Automotive Show. For more info, or to register: Kristina Cluff, AIA Canada, (613) 728-5821 ext. 230, kristina@aia-canada.com or www.aiacanada.com

BOLOGNA, ITALY — May 7-9, 2002 — Lineapelle — May 7-10, 2002 — Simac. For more info: lineapelle@unic.it or www.lineapelle-fair.it and exhibition@assomac.it or www.simac-fair.com or Carmen Travagin, Canadian Consulate General, Milan, milan-td@dfait-maeci.gc.ca or www.canada.it

MELBOURNE, AUSTRALIA — May 7-9, 2002 — TCF International, Giftware International, and Homeware & Furnishing International. For more info: Sharon Lethbridge, slethbridge@ausexhibit.com.au or www.ausexhibit.com.au

NOVI SAD, YUGOSLAVIA — May 12-20, 2002 — The International Agricultural Fair. For more info: www.nsfair.com/kalendar/poljoprivredapro/epoziv.html or Tatjana Grujicic, Canadian Embassy, Belgrade, tatjana.grujicic@dfait-maeci.gc.ca

BRUSSELS, BELGIUM — May 14-16, 2002 — Telecom cITy (formerly TM@B). For more info: info@tmab.be and

www.tmab.be or Paul Desbiens, Canadian Embassy, Brussels, paul.desbiens@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/be

GENEVA, SWITZERLAND — May 14-16, 2002 — Vitafoods International (Exhibition and Conference). For more info: www.vitafoods.co.uk or info@palexpo.ch or Werner Naef, Canadian Embassy, Berne, werner.naef@dfait-maeci.gc.ca or www.canada-ambassade.ch

LIMA, PERU — May 14-17, 2002 — The Fifth International Gold Symposium and Trade Show, Peru Gold. For more info or to register for the Canada Pavilion: CAMESE, (905) 513-0046, mine_supply@camese.org or www.camese.org

BEIRUT, LEBANON — May 14-18, 2002 — Project Lebanon, the International Trade Exhibition for Construction Technology, Building Materials, Equipment and Environmental Technology for Lebanon and the Middle East; and Elecon Middle East, the International Electricity, Controls, Lighting and Air Conditioning Exhibition for the Middle East. For more info: www.ifp.com.lb/pi02/ and www.ifp.com.lb/elecon02/ or Grace Dib, Canadian Embassy, Beirut, grace.dib@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

DUBLIN, IRELAND — May 15-16, 2002 — The Energy Show. For more info: John Sullivan, Canadian Embassy, Dublin, john.sullivan@dfait-maeci.gc.ca

TOKYO, JAPAN — May 15-17, 2002 — International Food Ingredients and Additives Exhibition — October 9-11, 2002 — Health Ingredients Japan — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade are organizing Canadian participation in these two events. For more info: Mike Price, Agriculture and Agri-Food Canada, (613) 759-7509, pricewm@em.agr.ca

STOCKHOLM, SWEDEN — May 16-17, 2002 — Canadian Wireless Companies
Continued on page 16 – Upcoming

Upcoming trade shows and conferences

— Continued from page 15

MISSION—CSBA DAY. For more info: www.csba.a.se

TEHRAN, IRAN — May 19-22, 2002 — Iran Agrofood 2002. For more info: www.fairtrade-messe.de or contact Ali Mir, Canadian Embassy, Tehran, ali.mir@dfait-maeci.gc.ca

TEL AVIV, ISRAEL — May 20-22, 2002 — DIY 2002. For more info: Leora Elkies, Israel Trade Fairs and Convention Centre, leora@fairs.co.il www.israel-trade-fairs.com/2000 or Suzanne Szukits, Canadian Embassy, Tel Aviv, suzanne.szukits@dfait-maeci.gc.ca www.dfait-maeci.gc.ca/telaviv

LONDON, U.K. — May 21-23, 2002 — London International Wine Trade Fair. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

MONTREAL, QUEBEC — May 23-25, 2002 — The Montreal International Interior Design Show (SIDIM). For more info: Hélène Guinois, h.guinois@sidim.com

BRUNEI DARUSSALAM — May 27-30, 2002 — GASEX 2002, the 7th Gas Information Exchange Conference and Exhibition. For more info: Mew Yee Yap, Canadian High Commission, Brunei Darussalam, mewyee.yap@dfait-maeci.gc.ca or www.gasex2002.com To register: michael@bruneibay.net

SYDNEY, AUSTRALIA — May 28-30, 2002 — CeBIT Australia. For more info: Robert Grison, Canadian Export Development Inc., (613) 825-9916, or cced@sympatico.ca

MELBOURNE, AUSTRALIA — June 2-5, 2002 — Designbuild. For more info: designbuild@ausexhibit.com.au or www.designbuildexpo.com.au or Kevin Skauge, Canadian Consulate General, Sydney, kevin.skauge@dfait-maeci.gc.ca

TORONTO, ONTARIO — June 8-12, 2002 — BIO 2002. For more info: www.bio2002.org or Yvonne Gruenthaler, DFAIT, yvonne.gruenthaler@dfait-maeci.gc.ca

BIRMINGHAM, U.K. — June 9-11, 2002 — The European Ethnic Food Show. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

TEHRAN, IRAN — June 10-14, 2002 — IranConMin. For more info: www.imag.de or teran-td@dfait-maeci.gc.ca

HONG KONG — June 11-14, 2002 — Asian Elenex 2002, the 10th Asian International Electrical, Electronic Engineering, Lighting Technology, Ventilation and Heating, and Refrigeration Show, and Asian Securitex 2002, the 7th Asian International Security, Safety and Fire Protection Show and Conference. For more info: info@unilinkfairs.com or www.unilinkfairs.com or (613) 549-0404 or Eunice Wong, Canadian Consulate General, Hong Kong, eunice.wong@dfait-maeci.gc.ca

ALGIERS, ALGERIA — June 13-24, 2002 — The 35th Algiers International Fair (FIA). For more info: www.safex.com.dz or the Canadian Embassy, Algiers, alger-td@dfait-maeci.gc.ca

CAIRO, EGYPT — June 17-19, 2002 — Healthcare Middle East 2002 Exhibition and Conference and Beauty and Fitness 2002 Exhibition. For more info: info@trade-links.org or www.trade-links.org or Magdy Ghazal, Canadian Embassy, Cairo, magdy.ghazal@dfait-maeci.gc.ca

FARMVILLE, VIRGINIA — June 22-23, 2002 — The 2002 Arts Business Institute. For more info: www.americancraft.com or (410) 889-2933 ext. 224.

SANA'A, YEMEN — June 24-25, 2002 — International Oil and Gas Conference. For more info: www.ibcgulf.com/yemen or contact Imad Arafat, Canadian Embassy, Riyadh, imad.arafat@dfait-maeci.gc.ca

SHANGHAI, CHINA — June 27-30, 2002 — ELE/EXPO COMM SHANGHAI 2002. For more info: Murray King, Canadian Consulate General, Shanghai, murray.king@dfait-maeci.gc.ca

ALGIERS, ALGERIA — September 23-26, 2002 — Alger Telecomp 2002. For more info: www.fairtrade-messe.de/uk/ or Rachid Benhacine, Canadian Embassy, Algiers, rachid.benhacine@dfait-maeci.gc.ca

DUBAI, U.A.E. — October 13-17, 2002 — GITEX 2002. For more info: www.gitex.com/gitex2002.html or contact jillian.shaw@dwtc.com or Fouad Soueid, Canadian Consulate, Dubai, fouad.soueid@dfait-maeci.gc.ca

TEHRAN, IRAN — October 20-23, 2002 — Iran Telecom 2002. For more info: www.fairtrade-messe.de or contact Ali Mir, Canadian Embassy, Tehran, ali.mir@dfait-maeci.gc.ca

TEL AVIV, ISRAEL — October 21-24, 2002 — Timber. For more info: www.stier.co.il/SG_ENG/timber/main_tim.htm or expo@stier.co.il or contact Suzanne Szukits, Canadian Embassy, Tel Aviv, suzanne.szukits@dfait-maeci.gc.ca

DUBAI, U.A.E. — October 26-30, 2002 — Big 5. For more info: www.dmgindex.com/big5_pages/big5_home.html or dmg@emirates.net.ae or Sanam Shahani, Canadian Consulate, Dubai, sanam.shahani@dfait-maeci.gc.ca

SINGAPORE — October 29–November 1, 2002 — OSEA 2002. For more info: www.osea-asia.com or contact the Canadian High Commission, Singapore, chctrade@magix.com.sg or www.infoexport.gc.ca/sg 🌟

CommunicAsia2002

The 14th Asian International Communications and Information Technology Exhibition & Conference
www.communicasia.com

BroadcastAsia2002

The 8th Asian International Broadcast and Multimedia Technology Exhibition & Conference
www.broadcast-asia.com

SINGAPORE

Conference: June 17-21, 2002

Exhibition: June 18-21, 2002

CommunicAsia and **BroadcastAsia** are must-attend events for Canadian ICT companies wishing to expand their business in a region that is home to more than half a billion consumers. Singapore is considered the commercial, investment and ICT epicentre of that region. Representatives from all over Asia-Pacific will be present, including the enormous markets of China, Japan and the United States. Last year more than 50 Canadian firms exhibited at and/or visited CommunicAsia and Broadcast Asia.



Team Canada Inc • Équipe Canada inc



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CommunicAsia 2002

The 14th Asian International Communications and Information Technology Exhibition (June 18-21, 2002) and Conference (June 17-21, 2002)

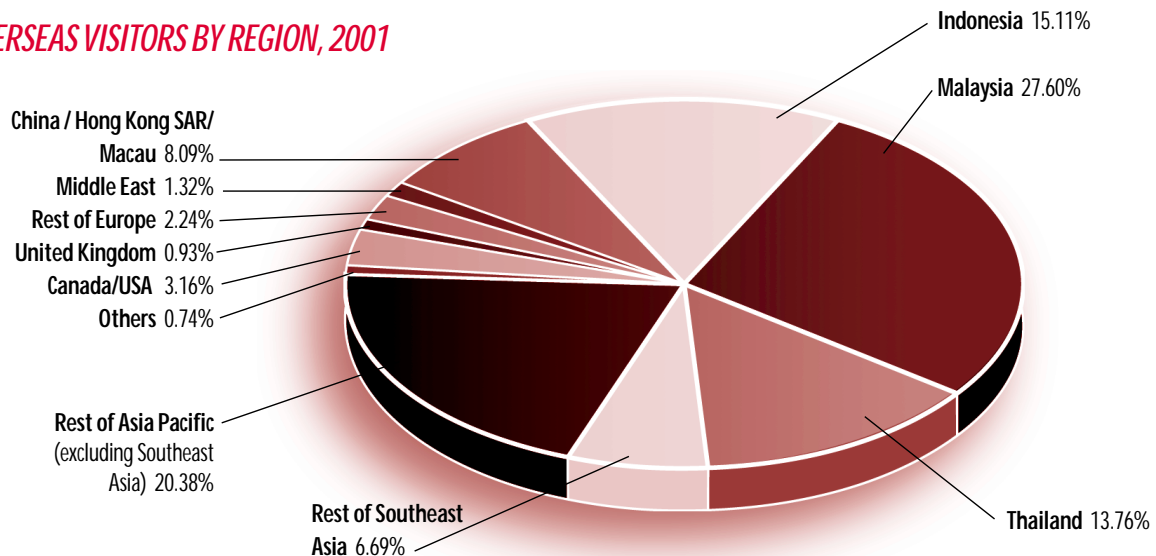
Last year's **CommunicAsia** was the biggest in its history. Breaking all previous records, it attracted 48,883 trade visitors. Coming from 54 countries, 2,371 international participants showcased their latest technologies.

CommunicAsia 2002 returns to Singapore to dazzle the information and communications technology industry with a showcase of the latest technology in the world.

Asia-Pacific's fixed-line communications services market is expected to grow by 9% annually over the next few years, to be worth US\$208 billion by 2005. By that time, Asia-Pacific's telecommunications market will be larger than Europe's and two-thirds the size of the US market. The Asia-Pacific e-commerce market is expected to be worth US\$7 trillion by 2005. No matter what area of the industry you're in, the potential of the Asia-Pacific market means that **CommunicAsia 2002** is an event not to be missed.

CommunicAsia 2002 will be held at the Singapore Expo.

OVERSEAS VISITORS BY REGION, 2001



INVITATION

The Department of Foreign Affairs and International Trade, Canadian Heritage and Industry Canada urge the Canadian information and communications technology community to participate in **CommunicAsia/BroadcastAsia 2002**. **Benefits include:**

- a wonderful opportunity to exhibit the latest Canadian innovations to interested international buyers
- the chance to participate in a partnering forum with other companies doing business in foreign markets, both within Southeast Asia and elsewhere
- the chance to pursue venture capital from foreign markets

The following services will be available for companies participating in the Team Canada Inc mission to **CommunicAsia/BroadcastAsia 2002**: on-site support by Canada's Trade Commissioner Service, pre-show market exposure throughout the region, pre-arranged one-on-one meetings with potential Asian partners, and a "Canada Day Reception" for selected Asian buyers, investors, partners, government officials and Canadian delegation members.

BroadcastAsia2002

The 8th Asian International Broadcast and Multimedia Technology Exhibition (June 18-21, 2002) and Conference (June 17-21, 2002)

Asia's broadcasting landscape is changing, and in recent years broadcasting has moved to a whole new dimension. Rapid advances and technology convergence have brought about revolutionary changes. Key developments such as significant upgrade orders, new project launches, and moves to open broadcast markets to substantial foreign investment have taken place over the past 12 months.

BroadcastAsia 2002 will feature the best and widest range of electronic media technology. Showcasing the latest in interactive TV, broadband transmission technologies, streaming media, digital cameras, converters, switches, and much more, **BroadcastAsia** is Asia's premier event for the industry. If your company wants to do business in Asia, be at **BroadcastAsia 2002!**

In 2001, **BroadcastAsia** attracted 10,196 buyers. Riding high on the success of 2001, Asia's most important gathering of the top decision makers in the broadcasting industry promises to extend the frontiers of broadcasting even further in 2002.

BroadcastAsia 2002 will be held at the Suntec Singapore International Convention & Exhibition Centre.

For further information on these and other coming events, phone the Southeast Asia Division of the Department of Foreign Affairs and International Trade at (613) 996-5824 or 995-1189 or check out our Web site at www.dfait-maeci.gc.ca.

BUT THE GAINS FROM TEAM CANADA INC'S PRESENCE DON'T STOP THERE!

Visit the Trade Team Canada information and communications technologies site: www.ttcinfotech.com

It's a valuable tool whether you're new to exporting, getting ready to export, or interested in expanding your international markets.

The tool provides market information, a listing of activities such as trade fairs and missions in specific markets, key contacts and helpful links. For example, read about ITU Telecom Asia 2002, which will be held in Hong Kong December 2-7, 2002.

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IN WHAT CAPACITY WILL YOU BE PARTICIPATING IN CA/BA 2002? (SELECT ONE OR MORE)

- Show Exhibitor* Show Attendee Prospective Team Canada Inc Participant

NATURE OF ICT MANUFACTURING, SERVICE OR NEW MEDIA

- Consumer electronics Communications and telecom equipment Computer equipment
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 Cable television Telecommunication services Software and computer services
 ICT wholesaling Office machinery rental and leasing Television/Interactive TV
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Please register your interest by fax or phone NOW to:

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*If you're interested in exhibiting at **CommunicAsia 2002** or **BroadcastAsia 2002**, go to www.unilinkfairs.com/flyers/comasiaapp.pdf or www.unilinkfairs.com/flyers/basiaapp.pdf or contact Derek Complin of UNILINK directly at tel.: (613) 549-0404, fax: (613) 549-2528.

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