



# CanadaExport



## Vietnam: A rising star

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*It's difficult these days to open an economic journal and not find an article profiling Vietnam's unfaltering economic growth. After China, Vietnam has been Asia's top economic performer of the millennium and its ability to curtail SARS in Hanoi was impressive.*



A bustling market in Ho Chi Minh City

Consistent economic growth, political stability, a young and educated population of 80 million, rising incomes, an expanding private sector and a commitment to trade and investment liberalization are some of the characteristics that are attracting investors to Vietnam. This year marks the 30th anniversary of diplomatic relations between Canada and Vietnam.

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### SUMMER BREAK!

Next issue: September 2, 2003

Supplement  
**CANADIAN TRADE REVIEW**  
(see insert)

### New frontier for Dessau-Soprin

## Rural electrification project in Peru a success

*Stories of Canadian consulting firms succeeding with the Japan Bank for International Cooperation (JBIC) are all too rare. Language and cultural barriers, not to mention stiff Japanese competition, make it extraordinarily*

*challenging to win projects financed by this major source of official development assistance (ODA). So when a Canadian engineering firm such as Montreal-based **Dessau-Soprin Inc.***  
*continued on page 2 — Dessau-Soprin*

# Dessau-Soprin Inc.

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plays a major role in a US\$60-million JBIC-financed rural electrification project in Peru, it's an extraordinary success story.

Founded in 1957, Dessau-Soprin specializes in the fields of transportation, building engineering, water and wastewater, electrical energy, environment, geotechnics, materials engineering and quality assurance, and urban development. The company has been active in the international arena for over 30 years and has worked with most of the multilateral development banks.

The US\$5-million JBIC Electric Frontier Expansion Project, awarded in November 2000 and completed in May 2002, was designed to extend the electricity transmission and distribution networks in rural areas of Peru. JBIC provided funding for the project, which was commissioned by the Peruvian Ministry of Energy and Mines and benefited some 300,000 people in more than 600 communities.

Dessau-Soprin was up against tough international competition, particularly from Japanese engineering firms. However, the Quebec firm put together an excellent proposal, obtaining the maximum score possible—1,000 points—under the evaluation system employed by the United Nations Office for Project Services, the organization hired by the Peruvian client to ensure transparency in the contract-awarding process. It was also awarded 100% responsibility for overseeing the whole project, without a Japanese partner.

## Local capabilities key

Local presence and previous local experience were key to Dessau-Soprin's successful proposal. The company has been designing transmission lines and substations in Peru since 1992. In 1998, it won an award for international cooperation from Canadian Manufacturers & Exporters and the Canadian International Development Agency for a project to rehabilitate 1,600 kilometres of transmission lines in coastal Peru.

"This was a major project that gave us a good understanding of the Peruvian market and helped to position ourselves with other clients," explains Dessau-Soprin's Vice-President for South America, Homero Fuertes. "So when this JBIC project came up, it meant we were already in the market with the requisite experience,

capability and contacts among local engineers."

As Fuertes points out, working with local consultants is an important aspect of being competitive when it comes to JBIC-financed projects. "JBIC encourages Japanese consultants to form associations with consultants in the project country in order to overcome the language barrier and facilitate knowledge of local regulations, so that formed a big part of our proposal." In all, Dessau-Soprin hired and trained 180 local engineers.

## Embassy: Source of information and contacts

For local regulations and other information, Dessau-Soprin also relies on the Canadian overseas trade network. "The Embassy in Lima has very good information on the country and the government, and we also turn to them when we need contacts," says Fuertes.

Although JBIC does not play an active role in evaluating proposals or overseeing the contract, it is by no means a silent partner. As Fuertes explains, representatives from the funding agency make an important follow-up site visit upon the completion of a project. On that count, Dessau-Soprin had no worries: "This is the only JBIC project in Peru that has been delivered on time and under budget; they were very happy."

Not surprisingly, the project is leading to other opportunities. In May 2002, Dessau-Soprin, in partnership with the Canadian Commercial Corporation, Export Development Canada and Investment Quebec, signed a memorandum of understanding with the Peruvian Ministry of Mines and Energy for a project to bring electricity to some 3,000 communities in Peru.

**For more information**, contact Homero Fuertes, Vice-President for South America, Dessau-Soprin Inc., tel.: **(514) 281-1033, ext. 2769**, e-mail: **homero.fuertes@dessausoprin.com**. 🌟

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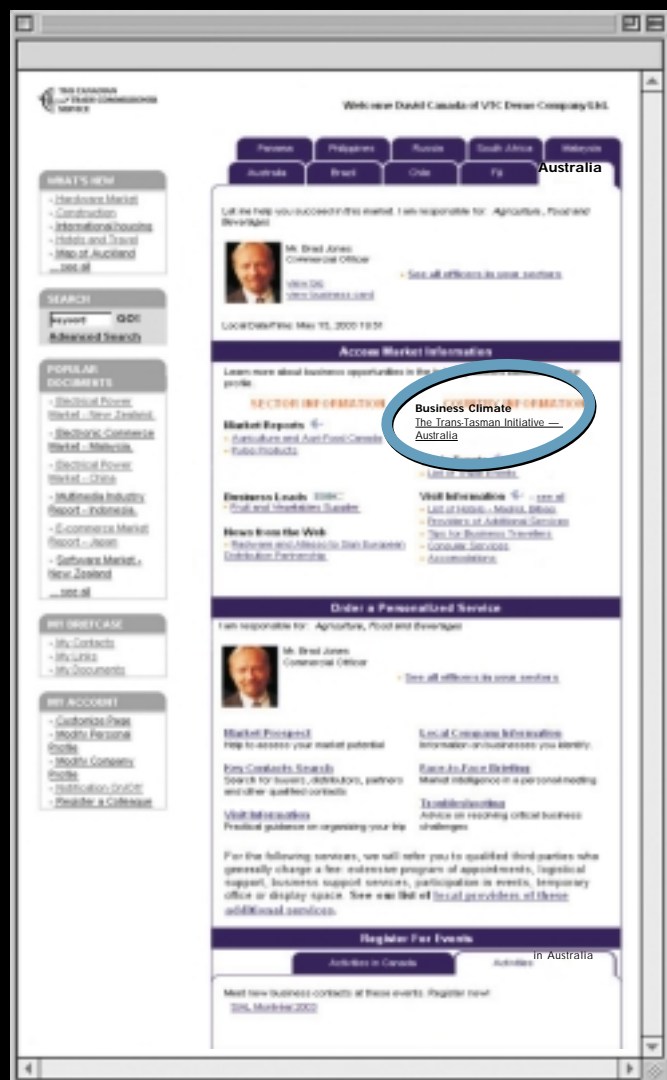
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## The Collection Landry

# Window dressing New York

It is a rare occasion when an exporter has not only a unique and beautiful offering, but also an extraordinary and enticing marketing package. The Canadian Consulate General in New York was able to generate some outstanding promotional opportunities for Quebec artist and engineer André Landry, from the small town of l'Annonciation, who creates all-wood clocks that sell for thousands of dollars.

Every clock in the **Collection Landry** is made from the finest selections of mahogany, cherry, walnut, maple and oak. Ingeniously assembled and glued, every piece is a transformation of raw materials into both machine and art.

Beyond creating rare and compelling functional objects, Landry's team had gone to the trouble and expense of creating an outstanding marketing package that presents his Collection Landry as the luxury products they are. While it certainly helps that each model is named after a legendary writer—like Longfellow, Molière or Hemingway—the production values of Landry's presentation folder include studio-quality photographs and the folder is printed on coated stock. Topped off with an upbeat and thoughtful biography of the artist and a price sheet, the impact of the marketing package is both impressive and high-end.

In addition to the photos and dimensions of each clock, mention is made of special features offered for each model. One such feature is the inclusion of a humidifier, and so the Consulate General pitched the story to the features editor of *Cigar Aficionado* magazine, who

was so taken with the clocks that he featured one in the December 2002 "10th Anniversary Edition", incorporating one of the images directly from Landry's presentation folder.



André Landry's clocks showcased in the Barney's New York window.

The Consulate General's approach also resulted in Landry's works being showcased in the windows of the flagship Barney's New York store on Madison Avenue and East 61st Street in March 2003. The Collection Landry shared the spotlight with the latest fashions from Versace and up-and-

coming designers Zac Posen and Behnaz Sarafpour.

To capitalize on this extraordinary opportunity, the Consulate General approached the gift shop at the American Folk Art Museum, which agreed to offer Collection Landry pieces while they were on display at Barney's. This was noted by signage in the store window at Barney's, together with André Landry's name and Web site ([www.collectionlandry.com](http://www.collectionlandry.com)).

Helped by the publicity generated by his association with both the trend-setting Barney's New York and the blue-chip American Folk Art Museum, Landry is now looking to promote his collection in other major cities in the United States.

**For more information**, contact John McCabe, Business Development Officer, Canadian Consulate General in New York, tel.: **(212) 596-1657**, e-mail: [john.mccabe@dfait-maeci.gc.ca](mailto:john.mccabe@dfait-maeci.gc.ca). 🌟

## Export USA Calendar

**For information** about:

- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at:

[www.dfait-maeci.gc.ca/can-am/export](http://www.dfait-maeci.gc.ca/can-am/export).

## California seafood show key to western U.S. market

**LONG BEACH, CALIFORNIA** — October 12-14, 2003 — Agriculture and Agri-Food Canada (AAFC) is now recruiting for the Canadian pavilion at the **International West Coast Seafood Show**. This event is the perfect venue for companies wishing to tap into the potential offered by the burgeoning western U.S. seafood market.

Opportunities abound for coldwater shrimp, blue mussels, fresh halibut, sablefish, lobster, salmon, and value-added products of all kinds.

**For more information** on exhibiting, contact AAFC's Lauren Lavigne, tel.: **(604) 666-1067**, e-mail: [lavigne@agr.gc.ca](mailto:lavigne@agr.gc.ca) or Jane Barnett, tel.: **(905) 823-0122**, e-mail: [barnettj@agr.gc.ca](mailto:barnettj@agr.gc.ca), Web site: [www.westcoastseafood.com](http://www.westcoastseafood.com). 🌟

## Canada, Sweden get one-stop export credit

**S**wedish companies that work with Canadian companies on either export transactions or projects in other markets will benefit from a new agreement between Export Development Canada (EDC) and its Swedish counterpart, the Swedish Export Credit Guarantee Board (EKN).

Under the terms of the agreement—which is the foundation for a formal

framework—EDC and EKN will reinsure each other in situations where either is providing insurance or guarantee support for a transaction involving goods and services supplied from both countries. Because exporters will only have to deal with one institution, the credit approval process will be both easier and faster for the exporter and the buyer, as well as reduce exporters' costs.

EKN is a government agency established in 1933 to promote Swedish

exports by issuing guarantees. EKN can cover political and commercial risks in connection with export transactions and political risks in connection with investments abroad.

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates as a commercial financial institution.

**For more information**, contact Jean Cardyn, Director, International Relations, EDC, tel.: **(613) 598-2904**, e-mail: [jcardyn@edc.ca](mailto:jcardyn@edc.ca), Web site: [www.edc.ca](http://www.edc.ca) or [www.ekn.se](http://www.ekn.se). 🌟

## Survival Systems of Halifax catches a wave

**A**t first glance, Albert Bohémier is the most unlikely of Maritime success stories. A self-described Franco-Manitoban “prairie duster”, he became a helicopter pilot in the military, lived in various places across Canada and finally settled in Halifax. In 1982, looking at the expanding market for services in the offshore oil industry, he formed **Survival Systems**. His company struggled at first, but it is now one of the leaders in its field.

In 1995 and again in 2000, Bohémier's initiative was rewarded with the presentation of a **Canada Export Award**; the second award was presented in his adopted hometown of Halifax. He says it was a moment of enormous pride for the company: “Getting a Canada Export Award means a lot. It gave us greater confidence in ourselves, especially when DFAIT came to our plant for a special ceremony.”

Survival Systems has two components: manufacturing and training services. It manufactures simulators that permit pilots to experience “ditching” (accident at sea) in various kinds of weather, and it also provides training and expertise on how to survive such marine accidents. The company grossed \$13 million last year, \$3 million of which was in Canada. It employs 15 people in manufacturing and 45 in training in Canada and 43 trainers abroad.

A natural promoter, Bohémier got Survival Systems into the news in April, when he convinced International Trade Minister Pierre Pettigrew to take a dunk in the company's testing tank. The photos of the dunked minister in the wet suit made the newspapers and drew even more attention to Bohémier's company.

“It helped us with our customers,” says Bohémier, “and people felt that if Minister Pettigrew was willing to trust our product, it must be good.” Bohémier is also involved in encouraging



Photo: Dan Callis

Minister for International Trade Pierre Pettigrew in the Modular Egress Training Simulator (METS™) at Survival Systems in Dartmouth, Nova Scotia.

other Francophone entrepreneurs as part of the National Committee for Canadian Francophonie Human Resources Development.

The **20th Canada Export Awards** will take place in Toronto on **November 24**, as part of the **Canadian Exporters Conference**, organized by Canadian Manufacturers and Exporters ([www.cme-mec.ca](http://www.cme-mec.ca)).

**For more information** on the awards, contact Andrew Caddell, Team Canada Inc Trade Liaison Unit, DFAIT, tel.: **(613) 944-0118**, e-mail: [andrew.caddell@dfait-maeci.gc.ca](mailto:andrew.caddell@dfait-maeci.gc.ca) or check the Canada Export Awards Web site: [www.infoexport.gc.ca/awards-prix/menu-e.htm](http://www.infoexport.gc.ca/awards-prix/menu-e.htm). 🌟

# Vietnam: A rising star

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Our commercial relations are reaching record levels, as Canadian exports to Vietnam grew by 18% and imports by almost 20% in 2002. There are also noteworthy Canadian investment success stories, such as **Manulife** which currently has over 6,000 employees in Vietnam. However, as only the 22nd largest source of foreign direct investment and with only 0.5% of the import market in Vietnam, Canada may be falling short of achieving its full potential in this vibrant economy.

Two Canadian trade commissioners are packing their bags; Michael Danagher (M.D.) and Francis Uy (F.U.), who have served in Hanoi and Ho Chi Minh City respectively, are leaving after seven years of combined service. *CanadExport* (CE) spoke with the two trade commissioners recently about opportunities and emerging trends in Vietnam.

**CE:** What would you say was the biggest change in Vietnam's economic environment during your assignment there?

**M.D.:** We have seen very high, sustained rates of growth in Vietnam for over a decade, although admittedly from a very low base. The cumulative effect has been, at least in the cities and adjacent areas, a real improvement in people's standards of living. Vietnam has one of the world's most successful poverty alleviation records, with the number of those living below the poverty line decreasing from 60% of the population to less than 20% in a decade. Many observers have made a parallel between Vietnam and China of the late 1980s.

**F.U.:** I would agree with Michael and add that we are seeing the emergence of a middle class in the two biggest cities, Hanoi and Ho Chi Minh City. Over the past three years, I have been surprised by the increases in vehicle

traffic, construction, tourism and services. Overseas education and travel, which were unimaginable five years ago, are becoming established market opportunities. For example, between 1998 and 2001, the number of Vietnamese students studying in Canada increased by over 200%.

**CE:** Where do you see opportunities for Canadian companies in Vietnam and what are the emerging sectors?



Canada's incoming and outgoing trade commissioners in Vietnam (from left): Michael Danagher, Pierre Delorme, Robert Coleman and Francis Uy.

**M.D.:** For a country that is developing at a breakneck pace, but with still relatively low per capita incomes, you could say that just about every product or service has a market here. Canadian companies have had export success in sectors as diverse as marine systems (lighting, inland waterway navigation systems, ship design), telecommunications (Internet backbone, fibre-optic cable, consulting), and environment (consulting services, incineration equipment).

Although incomes are still low, the urban population is consuming products such as insurance, overseas education, health products and services, and contributing to a construction boom. We also closely monitor sectors which are export-dependent, such as agricultural technology, oil and gas services and tourism infrastructure. Also, Vietnam is endowed with considerable natural resources, so opportunities exist in

sectors such as oil and gas, mining, forestry and fisheries.

**F.U.:** I would re-emphasize one sector that Michael mentioned above:

agriculture and agri-food. This has been a big sector for us, with successes in sales of dairy cattle and other livestock, wine, canola, and swine genetics and equipment. There are also several Canadian companies active in agri-food processing for export to North America.

**CE:** What kind of companies succeed in Vietnam?

**M.D.:** In general, the bigger companies find more success here. This is a country where marketing costs can be high, decision cycles can be long and client expectations border on the unreasonable. Larger companies, which have the resources to pursue a project over several years, can better absorb these costs. At the same time, in some product areas, margins can be quite high, and projects in Vietnam can be very profitable.

**F.U.:** We don't want to give the impression that small or medium-sized enterprises (SME) should avoid Vietnam. The increasing sophistication of Vietnamese companies, along with further private sector development, means that there are potential partners here for smaller companies. We have also seen smaller companies considering Vietnam as a low-cost production platform, and several of the most successful Canadian companies in Vietnam are SMEs.

*CanadExport's full interview with Michael and Francis can be found at [www.dfait-maeci.gc.ca/canadexport/menu-en.asp](http://www.dfait-maeci.gc.ca/canadexport/menu-en.asp). The two trade commissioners provide insight on future challenges facing Vietnam, advice for Canadian companies considering doing business there, Canadian success stories and why we should have confidence in Vietnam's commitment to trade and investment liberalization. CanadExport also introduces Pierre Delorme and Robert Coleman (Francis Uy and Michael Danagher's successors). ❁*



# Trade events calendar

## AGRICULTURE, FOOD AND BEVERAGES

**SYDNEY, AUSTRALIA** — September 9-12, 2003 — **Fine Food Australia 2003** is an international food and drink exhibition not to be missed. **For more information**, contact Pierre Desmarais, Second Secretary (Commercial/Economic), Canadian Embassy in Canberra, tel.: **(011-62-2) 6270-4000**, fax: **(011-62-2) 6270-4069**, e-mail: **pierre.desmarais@dfait-maeci.gc.ca**, Web site: **www.foodaustralia.com.au/**.

**SINGAPORE** — December 9-11, 2003 — Be a part of **Food Ingredients Asia 2003**. **For more information**, contact Anne Woo, Senior Market Development Officer, Agriculture and Agri-Food Canada, tel.: **(613) 759-7857**, fax: **(613) 759-7480**, e-mail: **wooa@agr.gc.ca**, Web site: **http://singapore.fi-events.com**.

## AEROSPACE AND DEFENCE

**LONDON, U.K.** — September 9-12, 2003 — **Defence Systems & Equipment International** is a leading international defence show. **For more information**, contact Robyn Hori, Defence Industries, Industry Canada, tel.: **(613) 946-6730**, fax: **(613) 998-6703**, e-mail: **hori.robyn@ic.gc.ca**, Web site: **www.dsei.co.uk**.

## BUILDING PRODUCTS

**GUADALAJARA, MEXICO** — September 4-6, 2003 — **ConstruExpo 2003** is a major international construction show. **For more information**, contact Fernando Baños, Senior Commercial Officer, Canadian Consulate in Guadalajara, tel.: **(011-52) 3615-6215**, fax: **(011-52) 3615-8665**, e-mail: **fernando.banos@dfait-maeci.gc.ca**, Web site: **www.construexpo.com.mx**.

## ENVIRONMENTAL INDUSTRIES

**GÖTEBORG, SWEDEN** — September 8-10, 2003 — **Ecology 2003**, the largest environment-related conference in Scandinavia, will be held in conjunction with **Ecoprocura 2003**, a major international environmental conference for decision-makers, buyers and suppliers. **For more information**, contact Inga Lill-Olsson, Business Development Officer, Canadian Embassy in Stockholm, tel.: **(011-46-8) 453-3000**, fax: **(011-46-8) 24-24-91**, e-mail: **inga-lill.olsson@dfait-maeci.gc.ca**, Web site: **www.swefair.se/ecology**.

**NEW DELHI, INDIA** — September 10-12, 2003 — The Canadian High Commission in India is organizing a Canadian pavilion at Water Asia 2003, an excellent introduction to the \$5 billion Indian water and wastewater treatment market. **For more information**, contact Viney Gupta, Advisor (Trade), Canadian High Commission in India, tel.: **(011-91-11) 687-6500**, fax: **(011-91-11) 687-5387**, e-mail: **viney.gupta@dfait-maeci.gc.ca**.

## HEALTH INDUSTRIES

**TOKYO, JAPAN** — October 7-9, 2003 — **Health Ingredients Japan** is the leading health food ingredients exhibition in Japan, and includes the **Safety & Technology Japan** exhibition, the only exhibition for food safety and quality control in that country. **For more information**, contact Anne Woo, Senior Market Development Officer, Agriculture and Agri-Food Canada, tel.: **(613) 759-7857**, fax: **(613) 759-7480**, e-mail: **wooa@agr.gc.ca**, Web site: **www.hijapan.info**.

## ICT

**MUNICH, GERMANY** — October 20-24, 2003 — **SYSTEMS 2003** is the second largest ICT trade fair in Germany. **For more information**, contact Brian

Young, Vice-Consul, Canadian Embassy in Munich, tel.: **(011-49-89) 21-99-57-0**, fax: **(011-49-89) 21-99-57-57**, e-mail: **brian.young@dfait-maeci.gc.ca**, Web site: **www.canada-unlimited.com**.

## METALS AND MINERALS EQUIPMENT, SERVICES AND TECHNOLOGY

**AREQUIPA, PERU** — September 15-19, 2003 — Be a part of the Canadian pavilion at **Extemin 2003**, South America's premier mining show. **For more information**, contact Oscar Vasquez, Commercial Officer, Canadian Embassy in Peru, tel.: **(011-511) 444-4015**, fax: **(011-511) 444-4347**, e-mail: **oscar.vasquez@dfait-maeci.gc.ca**, Web site: **www.camese.org**.

## MULTI-SECTORAL

**DOHA, QATAR** — December 17-19, 2003 — The **1st International Franchise Expo for the Middle East and Gulf Region** assembles the world's industrialists, companies and institutions and introduces them to the regions's entrepreneurs interested in franchise opportunities in a variety of sectors. **For more information**, contact the Xperimental Group, tel.: **(011-971-4) 321-1164**, fax: **(011-971-4) 321-1165**, e-mail: **president@mefex.com**, Web site: **www.mefex.com**.

## OIL AND GAS EQUIPMENT AND SERVICES

**ALGIERS, ALGERIA** — September 28-October 1, 2003 — Be a part of **Alger Energy 2003**, the 2nd international energy, mines, petrochemical and electrical engineering trade fair. **For more information**, contact Rachid Benhacine, Trade Officer, Canadian Embassy in Algeria, tel.: **(011-213-21) 91-49-51**, fax: **(011-213-21) 91-47-20**, e-mail: **rachid.benhacine@dfait-maeci.gc.ca**. 🌟

## Canada-Spain networking opportunities

# Biocontact Quebec 2003

**QUEBEC CITY** — October 1-3, 2003 — Canadian companies interested in discussing partnering opportunities with Spanish companies should attend **Biocontact Quebec 2003**, a bio-pharmaceutical partnership symposium. At this event, Spanish organizations and companies will attend the bio-partnering sessions and one-on-one meetings.

Genoma España ([www.gen-es.org](http://www.gen-es.org)), one of the Spanish organizations attending Biocontact, is developing and coordinating public policy, producing foresight studies and assessing

national and international technologies. In addition to supporting genomic and proteomic research, Genoma España also promotes business cooperation and technology transfers, stimulates the creation of biotechnology companies and develops relationships with domestic and international institutions. Genoma España will be accompanied by a number of Spanish biotechnology companies interested in discussing business and partnering opportunities.

Another key participant will be the Catalonia Investment Promotion Agency ([www.gencat.net/cidem/](http://www.gencat.net/cidem/)

[www.catalonia/](http://www.catalonia/)). This agency provides tailor-made, value-added services including: investment opportunities; strategic alliances and technological partnership with local companies, universities and research centres; technology transfers and innovation; access to venture capital; recruitment and training; site location (science parks, bioincubators); and incentives and support programs for technology start-ups.

**For more information**, contact Isidro Garcia, Commercial Officer, Canadian Embassy in Madrid, e-mail: [isidro.garcia@dfait-maeci.gc.ca](mailto:isidro.garcia@dfait-maeci.gc.ca), Web site: [www.biocontact.qc.ca/](http://www.biocontact.qc.ca/) or [www.canada-es.org](http://www.canada-es.org). 🌟

## Major events bring big opportunities

# China prepares for Olympics and World Expo

*The market for security products in China is growing fast, and presents foreign suppliers with significant opportunities. As China increasingly attracts international events, such as the 2008 Olympic Games in Beijing and the World Expo 2010 in Shanghai, it plans to upgrade and enhance safety and security measures and equipment.*

Beijing's municipal government has announced that a total of US\$22 billion will be invested in the next seven years to improve the city's infrastruc-

ture. This could lead to opportunities in China for Canadian suppliers of security products, such as personal protection gear and equipment, detection systems and devices, surveillance systems, asset protection equipment, access control devices, information and communication channels protection, intellectual property protection technologies, security hardware and software, etc.

Approved by China's Ministry of Public Security and Ministry of Science and Technology, **Security China 2003**—the country's largest security

exhibition—will be held in Beijing from **October 29 to November 1, 2003**. The Canadian Embassy in Beijing plans to establish a Canadian pavilion at the show. Based on feedback from Canadian companies, a mission may be planned with follow-on visits to Guangzhou, Hong Kong and Shanghai.

**For more information**, contact Pierre Pyun, Trade Commissioner, Canadian Embassy in Beijing, tel.: **(011-86-10) 6532-3435, ext. 3356**, fax: **(011-86-10) 6532-4072**, e-mail: [pierre.pyun@dfait-maeci.gc.ca](mailto:pierre.pyun@dfait-maeci.gc.ca) or Jim Zhou, Commercial Assistant, tel.: **(011-86-10) 6532-3435, ext. 3375**, fax: **(011-86-10) 6532-4072**, e-mail: [hongjin.zhou@dfait-maeci.gc.ca](mailto:hongjin.zhou@dfait-maeci.gc.ca). 🌟

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