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Vol. 19, No. 12 –
July 3, 2001

CANADIAN TRADE REVIEW
FIRST QUARTER 2001
(See insert.)

Canadian trade mission huge success in Atlanta Team Canada Atlantic

ATLANTA, GEORGIA — May 13–16, 2001 — In its largest-ever trade mission to the southeastern United States and first-ever to Atlanta, Team Canada Atlantic (www.teamcanadaatlantic.com) exceeded its objective.

The mission was led by Prime Minister Jean Chrétien and included 37 businesses and 30 investment companies from Atlantic Canada. Accompanying the mission were International Trade

Minister Pierre Pettigrew, Industry Minister Brian Tobin, Minister of State for the Atlantic Canada Opportunities Agency (ACOA) Robert Thibault, and the Premiers and trade ministers of the Atlantic provinces.

The visit was organized by DFAIT, Industry Canada, Canadian Manufacturers and Exporters (CME), ACOA and the four Atlantic provinces, together with the Canadian Consulate General in Atlanta (www.can-am.gc.ca/atlanta). Also contributing to the success of

the event were the Georgia Department of Industry, Trade and Tourism, and the Metro Atlanta Chamber of Commerce.

Introducing Atlantic Canada

"The purpose was to introduce Atlantic Canada to Georgians," said Astrid Pregel, Canada's Consul

*Continued on page 6 –
Team Canada*



Team Canada Atlantic/Brian Simpson

From left to right: Sanjay V. Saggere, Business Development Manager, **Blueshift**; Valmiki P. Raghunathan, President, **Blueshift**; Alain Bélanger, President, **RégeNord**; and André Leblanc, Vice-President, **Innovanet** (a subsidiary of **RégeNord**.)

IFI Opportunity Alert Program

Canadians are falling behind in the race to win contracts funded by international financial institutions (IFIs) in South Asia.

While this region (which encompasses India, Pakistan, Bangladesh, Sri Lanka and Nepal) is the second-largest

regional recipient of lending, Canadian companies traditionally win a mere 5% to 10% of IFI contracts, and of those, most are in services rather than in goods.

DFAIT's South Asia Division is constantly searching for business opportunities for Canadian companies. In

Continued on page 16 – IFI



International Business Opportunities Centre

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

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

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

GUYANA — Solid Waste Public Awareness Program — The Government of Guyana invites bids for a Public Awareness and Education program to improve sanitary conditions in Georgetown and its environs through safer disposal of solid waste at the Mandela Avenue landfill site. Closing

date: July 31, 2001. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010522-02525.

CHINA — National Railway Project — The Ministry of Railways invites sealed bids for the supply, installation and servicing (training, inspection, installation, pre-commissioning, commissioning, guarantee testing, operational acceptance) of the following equipment, divided into 11 packages:

1. On-track full-section undercutting ballast cleaning machines (2 sets);
2. Rail grinding machine (1 set);
3. Continuous-action track lifting, lining, leveling and tamping machines (3 sets);
4. Track lifting, lining, leveling and tamping machines (2 sets);
5. Heavy-duty switch lifting, lining, leveling and tamping machines (2 sets);
6. Dynamic track stabilizers (2 sets);
7. Ballast regulating machines (2 sets);
8. Track inspection car, maximum measuring speed 160 km/h, (1 set);
9. Rail welding machine (1 set);
10. Rail flaw detection vehicle (1 set);
11. Equipment for the hard facing crossing (10 sets). Cost of bid documents for each set (non-refundable): Y2,000. Bid security: minimum 2% of total bid price. Closing date: August 16, 2001. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca

quoting case no. 010516-02468.

ALGERIA — Field Development Projects (Oil and Gas) — The Ministry of Energy & Mines and Sonatrach invite bids for the following projects: Zarzaitine oil development projects; El-Adeb-Larache oil development project; Rhourde Nous "Hamra Quartzite" hydrocarbons development project; Tinrhert gas development project; South East Illizi Basin oil and gas development and exploration project. Bidding will be separated into two phases: technical proposal, followed by economic proposal. Closing date: October 8, 2001. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010411-01330. For details: www.mem-algeria.org or www.sonatrach-dz.com 🍁

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



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®).

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 Managing Editor: Louis Kovacs
 Editor: Julia Gaultieri
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CanadExport

It's not every day that a Canadian exporter receives a visit from the Prime Minister and seven provincial premiers at its overseas facilities. But that was precisely the honour Montreal-based HydroNov Inc. enjoyed during the Team Canada mission to Beijing, Shanghai and Hong Kong this February. Gaining exposure from this high-profile tour of its Beijing greenhouse operations, the fast-growing company of fast-growing hydroponics technology also used the prestigious mission forum to finalize two more contracts, worth US\$3.5 million each. That makes for a total of four HydroNov joint-venture operations in this lucrative market... with more to come.

HydroNov Inc., incorporated in 1995, is a subsidiary of Montreal-based HydroSerre Mirabel Inc., a world leader in greenhouse lettuce production using its unique Floating Rafts Growing Technology. This hydroponics system (hydroponics means growing without soil) is among the most water-conserving of such systems and produces lettuce and other leafy vegetables at four times the capacity of traditional soil-based technologies.

"We realized the technology itself held excellent market potential," explains company president Luc Desrochers, "so we created HydroNov to supply and manage it in countries around the world."

HydroSerre itself was formed in 1987 by Desrochers, who adapted for commercial production the Floating Rafts hydroponics system, the concept for which was developed at the University of Arizona in the late 1970s.

HydroNov, with \$7 million in annual sales, currently exports to the United States (Florida) and China and is actively working on potential projects in Japan, the Philippines, Mexico, France and the Middle East.

A growing business

It's no surprise that China, with its more than 1.3 billion people and shortage of arable land, would be attracted to a system with such a high output. Introduced to the market by Canadian high-technology company, Delta Management Inc., in 1997, HydroNov

formed two joint ventures — the Shenzhen Evergreen Vegetable Co. Ltd., (1998) and the China-Beijing Evergreen Vegetable Co. Ltd. (1999).

During the Team Canada mission, two new joint ventures — with

Government, brought the company extra-special exposure. "Our Chinese partners appreciated the opportunity to talk with Canadian officials, and to have Chinese officials witness such a high-profile visit," says Desrochers.

Team Canada fertile ground

Fast-growing HydroNov Inc.

Canadian partner Asia Greenhouses Ltd. — were signed: the Shanghai Evergreen Vegetable Co. Ltd. and the Dalian Hualu Vegetable Co. Ltd. Both projects involve the delivery and construction of a modern green-



Luc Desrochers presents Prime Minister Jean Chrétien with a head of hydroponic lettuce during his tour of the China-Beijing Evergreen Vegetable Co. greenhouse, while Canadian Ambassador Howard Balloch (centre) looks on.

house production complex for the production of Butterhead lettuce and a selection of Asian vegetables.

"We had been in negotiations with these two clients for several years.

The Chinese place a very high value on the backing of government, and so the mission provided the perfect forum for formalizing and signing the contracts," explains Desrochers, whose Dalian client joined him at the Prime Minister's Banquet at the Great Hall of the People in Beijing.

Exposure beneficial

The Prime Ministerial tour of the China-Beijing Evergreen Vegetable Co. Ltd., with officials from the Shunyi District

HydroNov also gained exposure from other mission events, including two networking sessions organized by the Quebec government under the Team Canada umbrella. "These events have given us increased credibility with our existing Chinese customers and partners and aroused interest from new potential customers," explains Desrochers, now in negotiations with two of the more than 20 prospective partners who contacted him during the mission.

The successful Montreal businessman has three important pieces of advice for companies contemplating the Chinese market: "Make sure you have an affinity for the culture — otherwise the very different business and cultural practices will seem complicated and negative; find competent local people to bridge the cultural gap; and be ready to adapt your ways to the local reality."

It is advice well worth taking, from a man whose hydroponics technology company is giving the Chinese vegetable harvests like they've never seen before.

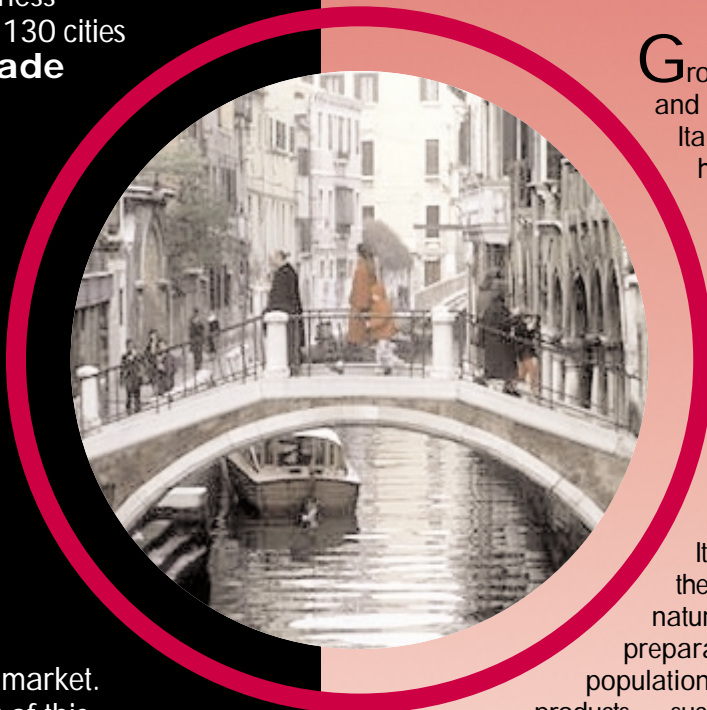
For more information, contact Luc Desrochers, President, HydroNov Inc., tel.: (450) 475-7924, fax: (450) 475-6173, e-mail: hydronov@hydronov.com Web site: www.hydronov.com 🍁

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

ITALY

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

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



The Nutraceuticals Market

Growing demand for vitamins and herbal extracts is keeping Italy's nutraceuticals market healthy, wealthy and wise. Worth an estimated \$359 million in 1999, this market is expected to top \$630 million by 2007.

Key Factors Shaping Growth

A shifting demographic profile and greater health consciousness among Italians are contributing to the increased demand for natural over-the-counter preparations. Italy's aging population is fuelling demand for products — such as arthritis treatments and mental enhancers — that cater to the specific needs of elderly residents. At the same time, a need to reduce costs in the public sector is expanding the market for products that contribute to an overall reduction in healthcare costs. Among these products are herbal and natural preparations that have proven preventive health properties.

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See insert for your Health Industries contacts in Europe.



nutraceuticals Market



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Best Product Potentials

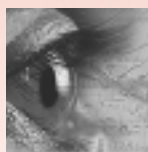
Besides herbal extracts, products with the greatest commercial potential in Italy include vitamin E and C, the B-group vitamins, antioxidants, probiotics, and calcium. Preparations aimed at alleviating high cholesterol, stress, memory loss and obesity are also expected to increase in demand.

Herbal Extracts

Demand for herbal extracts in Italy reached an estimated \$151.5 million in 1999, and is expected to grow to \$196.8 million by 2002. Ginkgo biloba, alone, accounts for approximately 14% of this segment. Other leading products in this category are caloric agents, garlic, functional food additives, St. John's Wort and ginseng.

Vitamins

The Italian vitamin market was worth an estimated \$76.8 million in 1999, and will likely grow to approximately \$120.9 million by 2007. Demand is greatest for Vitamin E, followed by vitamin C, the B-group vitamins, and vitamin A. These vitamins represent more than 60% of the total vitamin market in Italy.



Minerals and Nutrients

Demand for products in this segment was valued at an estimated \$131.2 million in 1999, and is projected to reach

\$153.6 million by 2002. Leading products are essential minerals and proteins.

Opportunities

Growing popularity for "lifestyle" products, including vitamins and mineral supplements, is creating opportunities for suppliers with novel manufacturing and packaging concepts. Remedies that have undergone sufficient investigation, such as ginkgo, kava and St. John's Wort are well received. Italian consumers are also receptive to products that include aloe and valerian, and products that promote pain management, disease prevention and skin care.

Fortified drinks, candies, gum and snack bars are increasingly being used to deliver medicinal ingredients such as chitosan (a cholesterol reducer), echinacea (an immune system booster), and ginkgo biloba (a memory aid). Opportunities exist for Canadian companies that can develop innovative ways of making herbal remedies, vitamins and nutrients more accessible to consumers.

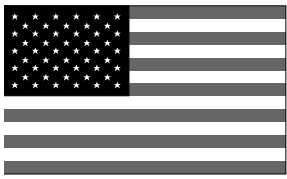
Competitive Environment

Canada does not currently hold a significant share of the Italian nutraceuticals market. Firms interested in exporting to Italy are urged to take an aggressive approach to marketing their products in the region — including committing resources to product promotion to familiarize Italians with Canada's capabilities.

See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, please read *The Nutraceuticals Market in Italy*. This report and hundreds of others, prepared by the Market Research Centre of the Trade Commissioner Service, are available on-line at www.infoexport.gc.ca

The screenshot shows a web browser window with the URL www.infoexport.gc.ca. The main text on the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this is a circular image of a city street scene with a bridge. Underneath the image, the text says "The Nutraceuticals Market". At the bottom, there is a red arrow pointing to the text "Access our market studies".



The U.S. Connection

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at 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.

Team Canada Atlantic

— Continued from page 1

General in Atlanta. "Mission accomplished!" She felt that an important step had been taken towards facilitating new business partnerships, increasing trade and investment, and building strategic alliances between businesses in Atlantic Canada and the southeastern United States.

Atlanta was the chosen destination because it is a dynamic marketplace situated in the southeastern U.S.A., the region that has led economic growth in the United States for the past six years.

Mission participants were particularly interested in opportunities in information technology, value-added food products, light manufacturing, value-added wood products and life sciences.

Results beyond expectations

Because of the relatively short duration of the visit, there was no expectation that participants would do more than get to know the market and make themselves known. Instead, at least six agreements were concluded:

Telelink, The Call Centre Inc. of St. John's, Newfoundland, signed a customer service support contract for the Web site of Atlanta-based ProAct Technologies Corp. Established in 1965, Telelink has evolved into a fully automated, multimedia contact

centre providing customer service solutions to over 400 domestic and international clients.

Rodrigues Wines of Eastport, Newfoundland, signed an agreement giving Empire Distributors Inc. of Atlanta exclusive rights to introduce to Georgia Rodrigues' exotic wines created from hand-picked, freshly harvested wild berries and farm-grown fruit. Founded in 1993, Rodrigues now ships to four Canadian provinces, Japan and the United States.

Software manufacturer **Diaphonics Inc.** of Halifax, Nova Scotia, signed an agreement authorizing Telecom and Computer Marketing (TCM) of Atlanta to distribute Diaphonics' voice recognition software in the United States. Founded in 2000, Diaphonics develops software and systems that help companies improve the way they interact with customers over the telephone. Its products feature natural-language speech recognition, plus unique security features that enable organizations to conduct valid and secure automated voice transactions. The company targets the financial services and telecom sectors.

Atlantic Learning Innovations Network (ALIN) of Halifax, Nova

Scotia, signed a strategic alliance agreement with IBM North America K12 Ltd. to develop, implement and support technology-enhanced educational programs for IBM's Business Innovation Services in Atlanta. Founded in December 2000, ALIN offers products and services in the areas of e-learning, e-business, e-content and e-networking.

Plastics manufacturer **Thermopak Ltd.** of Shippagan, New Brunswick, signed a three-year agreement authorizing H&H Sales and Marketing Inc. of Atlanta to act as its exclusive sales representative in eight states in the U.S. Southeast and six states in New England. The deal is valued at an estimated \$3.35 million. Established in 1987, Thermopak manufactures custom-made thermoformed trays for the food and greenhouse industries.

Under an agreement with **RégeNord** of Kedgwick, New Brunswick, Blueshift Inc. of Norcross, Georgia, will design forestry engineering software. This will help evaluate the best moment to proceed to a cut, thereby streamlining the harvesting process in forestry management.

Future Learning Inc. of Charlottetown, Prince Edward Island, developed an alliance with Axcoss Knowledge of Atlanta. Future Learning is an e-learning company that specializes in helping organizations use educational technologies effectively.

Continued on page 15 – Team Canada



Soheil Mosun Limited (SML) knows about the cutting edge. The custom fabricator's products are literally cut and shaped using advanced technologies such as abrasive water-jet

With CCC help

Custom fabricator brings cutting edge to U.S.

cutting and chemical photo-etching. The evolving Toronto-based manufacturer also knows that the key to being "cutting edge" in the 21st century lies in knowledge, expertise and partnerships. A new partnership with the **Canadian Commercial Corporation (CCC)**, in fact, has helped land the company two contracts totalling US\$8 million in the United States — presaging exploding growth for the export-oriented business.

Founded in 1973 by its current president, Iranian-born Soheil Mosun and his German wife Brigitta, with operations run by sons Darius (Vice-President, Business Development) and Cyrus (Vice-President, Sales), SML has evolved into a world-renowned company whose stunning products — made from metals, glass, and other materials — adorn some of the world's most prestigious commercial addresses.

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

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

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

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

Included in its impressive project portfolio are the ironwork fence surrounding the Shrine of Muhammad in Medina, Saudi Arabia; windows for the Grand Mosque in Mecca and for

Ottawa's renovated Peace Tower; and elegant elevator interiors for London's Canary Wharf, Toronto's First Canadian Place, and the Baha'i World Administrative Offices in Haifa, Israel.



From left to right: Darius Mosun, Cyrus Mosun, Prime Minister Jean Chrétien, Soheil Mosun, Roy Cullen, MP (Etobicoke North), Parliamentary Secretary to the Minister of Finance.

Company shows stripes

The lucrative U.S. contract — part of a US\$500-million renovation of Detroit, Michigan's Renaissance Center into General Motors' new world headquarters — began with a larger-than-life 1950's automotive radiator grille. "We showed our stripes by designing, manufacturing and installing the grille in about three and a half weeks," explains Darius Mosun.

Impressed, the customer, U.S. construction giant Turner Bailey Brinker, wanted SML for other aspects of the renovation — namely US\$5.7 million worth of custom architectural products: glass door and wall panels and stainless steel column covers. But Turner also wanted SML to post a performance bond that the company couldn't afford.

CCC affords access

Having no success with banks or bonding companies, SML eventually

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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

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

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

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

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

found its way to CCC through a referral from local MP for Etobicoke North, Roy Cullen. "Without Mr. Cullen, we wouldn't have known CCC even existed, and we probably wouldn't have been able to take on the contract," says Mosun. "We feel strongly about the support we've received from CCC — they afford companies such as ours access to otherwise impenetrable markets and contracts."

Acting as prime contractor, CCC provided the necessary guarantees for the contract, signed in September 1999. "We were very impressed with SML's quality of workmanship, attention to detail, personal integrity and commercial practices," explains CCC Account Executive Tim O'Farrell, noting that CCC and SML are now pursuing several other leads in the U.S.

Gears running smoothly

CCC also took part in negotiating with Turner. "CCC does an excellent job in presenting themselves to the foreign buyer and in defining their plan," says Mosun. "And for us, Tim O'Farrell has been the oil in the gears."

Continued on page 8 — Soheil Mosun

Slower world economic growth has already hit many Canadian exporting companies. The outlook is for modest growth of 2–3% in export sales in 2001, a sharp deceleration from 2000. That growth forecast assumes a U-shaped trajectory for the U.S. economy in the second half of the year, and a solid growth year for the world in 2002.

The conditions are ripe

Environmental exports

by Stephen S. Poloz, Vice-President and Chief Economist, Export Development Corporation

One part of the Canadian economy that seems well positioned to weather the slowdown is the environmental goods and services sector. Canada has emerged as a world leader in the environmental business, with more than 6,000 companies participating in one way or another. Although the data are a little sketchy given the relatively small size of the industry, exports of environmental goods and services exceeded \$1 billion in 1998, and by all accounts growth has been solid since then. The key areas are in air pollution control equipment, water

treatment equipment, and waste/slag refinement technologies.

Structural changes in the world point to even stronger growth for this sector on the horizon. Environmental awareness is rising very rapidly, in developed and developing countries alike. Historically driven by regulation, today the demand for environmental goods and services is motivated more

by the acknowledgement that being environmentally responsible is good for business and likely to be lauded by shareholders. Even if no environmental equipment is purchased in the end, many companies are making use of environmental consultant services to assess the environmental risks they face.

Environmental standards are even making it onto the trade liberalization bargaining table, as indicated by the outcome of the recent Summit of the Americas in Quebec City. Government

leaders have discovered that many so-called anti-globalizationists are ready to accept the argument that free trade conveys economic benefits. Rather, their primary concern often is that free trade will not necessarily be fair, in the sense of not guaranteeing due regard for democratic principles, labour practices and environmental standards. The leaders of the Americas in Quebec City basically embraced these views. What this means is that future trade negotiations are very likely to adopt a broader negotiation agenda, including the environment, labour practices and democratic principles, rather than focusing exclusively on the nuts and bolts of free trade.

As a result of these trends, foreign direct investment proposals increasingly are including environmental impact assessments. And, the mitigants and solutions that are proposed are frequently Canadian in origin, as Canadian companies have emerged as market leaders in this sector. Virtually every form of human economic activity produces side-effects on the environment, from the production of waste water, to the slag heaps beside mines, to air pollution. As efficient technologies are developed to deal with these side effects, the global market for them will expand enormously.

On top of this, the countries with the most catching up to do on the environmental front are also those which historically have been least able to afford it. Environmental technologies, such as waste water treatment, are often regarded as a luxury that is the first to be cut when times are difficult. However, the global energy market has strengthened considerably in the past two years, and many developing countries are flush with cash as a consequence, and ready to buy.

The bottom line? The global environmental goods and services sector is entering a sweet spot of historic proportions. Canadian companies appear to be well placed to take advantage of this positive combination of forces. 🍁



Stephen S. Poloz

Soheil Mosun Limited — Continued from page 7

If the recently signed US\$2.3-million follow-on contract with Turner is any indication, the gears have been running smoothly indeed.

For the follow-on contract, SML is subcontracting some of the work. That new role dovetails neatly with the company's planned evolution from traditional fabricator to a company sharing its manufacturing expertise through strategic alliances and project management. "It's information that will become increasingly valuable, not necessarily having the manufacturing equipment and facilities all in-house," explains Mosun.

To that end, SML has invested in software for managing its business

and developing databases of its vast technical information, enabling it to share its expertise with subcontractors and track jobs for customers, among other things. "Our ingenuity and experience, coupled with CCC's backing, are putting us in a position to secure lucrative new export projects."

It's a cutting-edge combination that's beginning to cause many heads to turn south of the border.

For more information, contact Darius Mosun, Vice-President, SML, tel.: (416) 243-1600, ext. 225, toll-free: (888) 446-6786, fax: (416) 243-7132, e-mail: dmosun@soheilmosun.com Web site: www.soheilmosun.com 🍁

In Hong Kong, economic development and population growth have caused serious environmental degradation. In the past two years this has become a major issue as the government strives to make Hong Kong the "World City of Asia."

firms thus have an advantage in the Hong Kong market.

For more information, contact: Fatima Lai, Commercial Officer, Consulate General of Canada in Hong Kong, fax: (011-852) 2847-7441,

in buildings. Called "Developing Hong Kong: Better Planned City; Greener Buildings," the initiative encourages better building design, enhanced indoor environments and ventilation, the use of environmen-

Focus on Hong Kong

\$29 billion earmarked to restore the environment

In 1999, the Chief Executive's Policy Address announced an ambitious 10-year program to restore Hong Kong's environment, at a cost of \$29 billion. This includes \$9 billion for addressing air, water, sewage and solid waste problems, plus \$20 billion for improving the transportation system.

Major government initiatives and upcoming plans include:

- a 10-year Waste Reduction Framework Plan (1998-2007)
- a new action plan for cleaner air
- the \$5-billion Strategic Sewage Disposal Scheme
- establishment of a Sustainable Development Council
- the Greener Building Strategy

The greening of Hong Kong presents opportunities for Canadian companies in technology transfer, investment, consultancy services, engineering products, trade and joint venture operations.

In 1992, Canada and Hong Kong signed a Memorandum of Understanding for Environmental Collaboration. Hong Kong increasingly recognizes Canada's capabilities in the environmental sector, and its solid reputation as an environmentally healthy country and a supplier of high-quality products. Canadian



e-mail: fatima.lai@dfait-maeci.gc.ca
Web site: www.hongkong.gc.ca

Biodiesel opportunities

Diesel vehicle emissions are the primary source of air pollution in Hong Kong. Now the government has made clean air a priority. The Hong Kong Environmental Protection Department will soon launch a six-month Biodiesel Trial Program involving 10 categories of motor vehicles, including franchise buses, light goods vehicles and heavy goods vehicles. The program will examine how biodiesel rates against ultra-low-sulphur diesel in lowering emissions. The Department is interested in testing additional biodiesel samples if they meet Hong Kong needs. This is an opportunity for companies that have commercialized biodiesel fuel or low-cost industrial-grade canola oil/additives.

For more information, contact: Fatima Lai, Commercial Officer, Consulate General of Canada, Hong Kong, fax: (011-852) 2847-7441, e-mail: fatima.lai@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca

"Greening" the urban environment

In October 2000, the Hong Kong government announced an initiative for raising environmental standards

tally sound materials or facilities, and reduced construction waste.

Hong Kong is one of the world's most densely populated cities and has one of the most dynamic construction industries. It is particularly famous for its skyscrapers and rapid construction of high-rise concrete buildings. The industry completes one public-sector residential unit every 10 minutes, or about 50,000 units per year, each averaging 400 square feet. It generates 32,000 tonnes of waste every day.

Property prices here are among the highest in the world; open space, greenery and balconies are luxury items. In addition, there is increasing concern about air quality. As a global metropolis, Hong Kong needs to improve the standard of its residential environment. Under the initiative, the government will provide better urban planning for new towns, will restore older urban areas and will build greener buildings.

Hong Kong has much to learn about green buildings from foreign countries. Not only consumers but the construction and real estate industries are interested in learning more, and the government is promoting this interest. The result is a strong demand for environmentally sound building materials, equipment and services.

For more information, contact Eunice Wong, Commercial Officer, Consulate General of Canada, Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, e-mail: eunice.wong@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca 🍁

Canadian firms specializing in leading-edge environmental technologies are invited to the environmental mission to the Copenhagen – Malmö/Lund – Göteborg regions, from September 3 to 7, 2001.

Environmental mission

On the road to Scandinavia

The Canadian Trade Commissioner Service (TCS) in Sweden and Denmark has timed the mission to coincide with EcoTech and Process Technology, two trade fairs that will be taking place in Göteborg that week.

Some of the services the TCS will be offering in connection with the mission include setting up individualized programs in the three locations, with a focus on private meetings to help participants explore partnerships and opportunities. As an added bonus, “networking” parties will be held on both the Danish and Swedish legs of the trip. The TCS is also encouraging prospective participants to contact them for an assessment of the potential market for their environmental solutions in Denmark and Sweden.

Öresund Region

The Öresund bridge links the Danish capital of Copenhagen (population approx. 2 million), to the Swedish Malmö/Lund region. The Öresund region, which includes Greater Copenhagen and the southern part of Sweden, comprises some 14,000 square kilometres and is home to 2.9 million inhabitants.

DENMARK

The Danish environmental sector, most of which is centred in or around Copenhagen, employs 15,000 people and generates revenues worth approximately \$5 billion. Denmark’s importance as a net exporter of environmental technology and services is on the rise, due

mainly to an early push by the government to implement progressive and extensive environmental programs. This gave local industries a competitive edge, allowing them to develop expertise and technology

before other countries. As a result, those Danish companies opting to focus on environmental opportunities are already oriented towards international markets.

Opportunities for innovation

There are two excellent reasons for Canadian environmental companies to come to Denmark. First, the Danish emphasis on “cleaner technology” products and processes clearly suggests a strong market for innovative,



sophisticated, cutting-edge environmental solutions, as opposed to older, more traditional technologies.

Second, funding programs in Denmark have helped make Danish industry the gateway to a broad industrial contact base in Central and Eastern Europe. Danish industry, in particular manufacturing and consulting, is generally receptive to joint ventures, with an emphasis on providing such services as turn key solutions, project management and consulting engineering rather than simply hardware. Key areas include waste treatment, water treatment, air improvement, cleaner production technologies and recycling. Funding is available to implement and/or develop cleaner technology.

Activities in Eastern Europe

The Danish government channels considerable environmental funding, in the form of consultancy services and environmental equipment and

technology, into the Baltic Sea region — which includes the Baltics, Poland, the St. Petersburg region and the Kaliningrad region. As well, the Eastern Europe Investment Fund provides financial assistance for

joint-venture projects between Danish and Eastern European manufacturing and service firms, not necessarily related to the environment.

The top growth sectors are solid waste management and “clean technology”, followed by air quality improvement and water treatment.

“Waste 21” — With solid waste policies now an EU priority, this Danish solid waste management program for the period 2000 – 2004 will create continued growth opportunities for waste handling, recycling technology and distribution systems. Waste 21 goals include the recycling of 65% of industrial waste and 30% of domestic waste by 2004.

“Cleaner Technology” — Within the next decade, Denmark will be stepping up the use of cleaner technology in as many industrial processes as possible, backed by ongoing government funding incentives to phase out “end of line” solutions. Denmark will continue to be receptive to environmental and resource friendly technologies and industrial processes.

Constraints

Canadian exporters of environmental technologies should be aware that Danes regard Denmark as a world-class supplier of environmental solutions, and hence perceive their own technologies as superior until convinced otherwise. But Danish decision-makers have a healthy respect for innovative and sophisticated solutions to environmental

Continued on page 11

problems. "Low tech" solutions may also find niche applications, but these are the exception.

SWEDEN

Sweden is a net importer of environmental technologies but a world leader in life cycle analysis. The Swedes have expertise in water treatment and flue gas cleaning, as well as bio-fuelled power heating plants used in district heating. Swedish environmental exports are slightly higher to the Nordic and East European countries than Swedish exports as a whole. Sweden also invests considerably in Baltic region projects.

First introduced in 1969, Swedish environmental legislation was further strengthened in 1999 with the Environmental Code that puts increased pressure on polluters. Canadian environmental technologies may find niche markets in:

- **Air:** advanced industrial emission reduction technologies; measuring instruments; traffic emission prevention; indoor air quality improvement.
- **Soil:** remediation.
- **Water:** upgraded waste water treatment facilities; leachate water treatment; groundwater protection; measuring instruments.
- **Energy:** renewable energy sources and energy efficiency.
- **Waste:** waste reduction/recycling; treatment of hazardous waste. A landfill tax was introduced in January 2000 and there is now a ban on the landfilling of combustible and compostable waste from 2002 and 2005, respectively.
- **Clean products and technologies:** substitution of environmentally damaging substances with safer alternatives.

Eco-Tech trade fair in Göteborg

Environmental issues were high on the agenda at the EU Summit in Göteborg as the Swedish Presidency of the EU came to a close in June. Göteborg, Sweden's second largest city and home to industry leaders such as Volvo, SKF and ESAB, is committed to the environment, and works

with industry to tackle such problems as air pollution. Last December, Dr. Geoffrey Ballard was awarded the newly instituted Göteborg Environmental Prize for his innovative fuel cell.

Since 1989, Göteborg has hosted **EcoTech**, a biennial trade fair, held in conjunction with the conference Ecology. This year's EcoTech will have a new addition: Process Technology, the first trade fair of its kind in Scandinavia to embrace all industries that use processes. Process technologies are closely connected to environmental solutions and the show should be a very popular event.

Market access issues

While English is widely spoken, having a Swedish partner makes it easier to understand bid documents, certifications, legislation and regulation issues. As well, since most environmental decisions are made at the local level, a partner can help navigate the complex system of 23 county councils and 288 municipalities.

Useful Web sites

Trade Commissioner Service (including market reports): www.infoexport.gc.ca

DENMARK

- Danish Environmental Protection Agency Homepage (in English, including reports): www.mst.dk/homepage/
- Green City Homepage (a showcase of Danish environmental technology and capabilities): www.greencity.dk/html/index.html
- The Danish Industrial Symbiosis Project (ways to reapply waste in a local community): www.symbiosis.dk/
- The Danish Ministry of Environment and Energy homepage (English versions of Danish Environmental Policies): www.mem.dk/ukindex.htm

SWEDEN

- EcoTech environmental trade fair, Sept 4-7, 2001: www.swefair.se/miljoteknik/
- Process Technology trade fair, Sept 4-7, 2001: www.swefair.se/processteknik/

- Environmental companies in Göteborg: www.miljo.gu.se/miljokompetens
- City of Göteborg (in English): www.goteborg.se
- Environmental network in Malmö and Öresund region: www.miljoteknikoresund.net
- City of Malmö (in English): www.malmo.se
- Swedish Environmental Protection Agency: www.environ.se/international/
- Swedish Enviro Net: <http://smn.environ.se/miljonat/english/index.htm>
- Swedish Trade Council – Swedish Environmental Exporters: www.swedentech.swedishtrade.se/
For more information, contact:
- David Horup, Canadian Embassy, Denmark, tel.: (011-45-3) 348-3258, fax: (011-45-3) 348-3221, e-mail: david.horup@dfait-maeci.gc.ca
- Inga-Lill Olsson, Canadian Embassy, Sweden, tel.: (011-46-8) 453-3019, fax: (011-46-8) 453-3016, e-mail: inga-lill.olsson@dfait-maeci.gc.ca 🌸



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OBSERVATION LEAVENS OPPORTUNITY

By Brenda Hawryluk, STEP

Sometimes an opportunity is made obvious by its very absence. Twenty or thirty years ago, when you sat down to dinner in Japan, chances are you never saw bread. Somebody noticed, and the bakery industry in Japan began. Today, if you sit down to dinner in Japan, you might see bread, but if you do it will almost certainly be white bread. Somebody noticed, and that is why we went to Japan to promote whole wheat baking products to the Japanese bakery industry.

In March, the Saskatchewan Trade and Export Partnership — STEP — organized a series of presentations in Japan on whole grain baked goods and found a Saskatchewan bakery chef to demonstrate the products. Bakery ingredients and products from InfraReady Products, Randolph and James Flax Mills Ltd., Farmgro Organics and CSP Foods were presented at five events — a week-long bakery fair in the Kansai area, demonstrations in Nagoya and Fukuoka and two demonstrations in Tokyo. The audience for these events included some 200 bake shop owners and chefs, millers, reporters and photographers from bakery industry magazines, as well as representatives from bakery associations from across the country.

While the Japanese bakery industry has been quick to turn out exquisite confectionery products, buns, croissants, and other specialty high-end products, whole grain products are harder to find. The concept is relatively new to Japan but STEP's visit definitely raised their interest. The conversations continued weeks after

the visit had ended, suggesting very good potential for long-term business relationships.

How did we get there? With good timing and Saskatchewan expertise. STEP's visit to the Canadian Consulate General in Osaka last December led to



an invitation for Saskatchewan companies to participate in the Canadian Embassy's Think Canada program held throughout Japan. This got the ball rolling and resulted in co-operation between STEP, the Consulate



Chef Syed Shah of CSP Foods from Saskatchewan demonstrates the use of whole grain products in baked goods. Inset: an appreciative young customer.

General, the Canadian Consulates in Fukuoka and Nagoya, the Canadian Embassy in Tokyo and the Canadian Wheat Board.

The whole experience proved that when the right ingredients are combined for a common goal, the end product is more business.

For more information, contact Brenda Hawryluk, Trade Specialist, Asia Pacific, Saskatchewan Trade and Export Partnership, tel.: (306) 787-9335, fax: (306) 787-6666, e-mail: bhawryluk@sasktrade.sk.ca Web site: www.sasktrade.sk.ca 🍁

3rd Japan International Seafood and Technology Expo

TOKYO, JAPAN — July 17–19, 2001 — **Tokyo Big Sight** (www.bigsight.or.jp) The Department of Foreign Affairs and International Trade (DFAIT) has reserved space for a Canada Information Booth at this trade event, to be held at the Tokyo International Exhibition Centre.

Expected visitors include:

- Seafood buyers: large and small supermarkets, chain stores, fish dealers and other retailers, as well as mail-order businesses;
- Seafood users: hotels and restaurants, marine products processing businesses, meal service businesses, delicatessens and take-home meal businesses;

- Those in the domestic fishing business: municipal governments, fishing co-operative associations, fishers, fish farming business, fisheries and experimental stations.

Canadian companies are invited to contact DFAIT if they are interested in attending the Expo or having their product/company information available in the Canada Information Booth.

For further information, contact Matt Fraser, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: matt.fraser@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka 🍁

In October 1999, the Japan Bank for International Co-operation (JBIC) (www.jbic.go.jp) was formed through the amalgamation of the Export-Import Bank of Japan (JEXIM) and the Overseas Economic Co-operation Fund (OECF). Although there is now only one official entity responsible for Japan's trade and development loans, JBIC still maintains separate accounts for its two distinct mandates. Japan's official development assistance (ODA) loans are being managed by the Overseas Economic Co-operation Operations side of the organization, while the International Financial Operations side manages the trade-related financing.

In the past, JBIC devoted most of its ODA loans to strengthening the economic infrastructure of the recipient countries. The new ODA policy of JBIC will now focus on three priority areas:

1. Support for poverty reduction and economic and social development

JBIC will provide ODA loans to actively support the development of both social and economic infrastructure and industries, emphasizing the coordination and division of roles and

responsibilities with JBIC's non-concessional lending (i.e. some form of mixed credit financing). In addition, JBIC will provide assistance directly to human resource development and poverty-reduction programs. Assistance to women will play an important factor in all the programs.

Japanese official development assistance

JBIC

2. Action on global issues

JBIC will devote more of its ODA resources to environmental problems such as global warming and other global issues including energy conservation, overpopulation, AIDS, food shortage and drug abuse. Focus will be also given to capacity building in recipient countries in these areas.

3. Support for structural reform

With the Asian economic crisis still fresh, JBIC's ODA loans will provide support to help recipient countries develop viable social safety nets, institutional reform in both legal and financial sectors, and the promotion

of a market economy including strengthening small and medium-sized enterprises and encouraging private sector investment from overseas.

In terms of future trends for JBIC vis à vis Japan's official development assistance, certain changes are expected:

- There will be a slight reduction in Japan's ODA loans from year to year. Approved ODA loans dropped by 5% from FY1998 (1,111 billion yens) to FY1999 (1,052 billion yens), and further reductions are envisaged.
- Due to domestic pressure, JBIC will allow a higher percentage of "tied" contracts to Japanese firms. It is expected that 50% of consultancy contracts financed by JBIC's ODA loans will now be open only to Japanese firms, up from 30%. JBIC will also collaborate more with the Japan International Co-operation Agency (JICA), which finances technical assistance contracts via grant aid and uses only Japanese consultants upfront (foreign consultants have to work through these Japanese counterparts).
- Due to Japan's own financial difficulties, JBIC will expect to be more active in pursuing co-financing or parallel financing options for developmental projects, not only with bilateral aid agencies, but also with international financial institutions such as the World Bank and the Asian Development Bank.

Continued on page 15 – JBIC

WOMEN BUSINESS OWNERS

DISCOVER A WORLD OF TRADE THROUGH WIN EXPORTS!

Women-owned businesses make up a significant proportion of Canadian exporters but they are under-represented on the WIN Exports database of DFAIT's Trade Commissioner Service. This is a confidential listing of Canadian exporters and their capabilities. Help us expand your export opportunities by registering now on-line at <http://win.infoexport.gc.ca>

Here is what one women business owner had to say about WIN:

"It is a wonderful way to get international exposure for any Canadian company. It is very simple to use and easy for people to find you. In the last year and a half, our company has had at least a hundred leads from trade

commissioners and private companies with over 50 business deals signed. I would encourage any business owner to join the WIN Exports database."

Robin Saunders, President, North American Specialty Paper Inc., Hemmingford, Quebec.

For more information, check out the Business Women in Trade Web site (www.infoexport.gc.ca/businesswomen) or contact Andrea Kucey, Trade Commissioner for Business Women in Trade, Export Services — Small and Medium-Sized Enterprises Division, DFAIT, tel.: (613) 996- 4785, fax: (613) 996-9265, e-mail: andrea.kucey@dfait-maeci.gc.ca 🍁



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"Around the globe," says Keith Chang, "people who know technology realize that Canada is a country with a great deal of strength in its technology industry." Chang is one of the Canadians working

more specialized events such as the upcoming photonics conference.

Chang notes that Canada is doing very well in exporting telecommunications products and services, as well as wireless technologies and mobile

Backing up the players in Canada's high-tech sector

hard to foster that reputation. At Industry Canada, he is director of the International Business Development Division within the Information and Communications Technologies Branch. He and his team promote Canadian high-tech to foreign countries, and provide assistance to firms looking to expand into the global marketplace. Among their partners are DFAIT, CIDA, other federal/provincial agencies and industry associations.

One key task of Chang's team is to organize Canadian participation in trade shows abroad. For example, every four years the International Telecommunications Union (a UN agency) holds the world's most important telecommunications show. All the big names in telecommunications attend, and every country has a national presence. The International Business Development Division represents Canada at the show and gives extensive support to businesses wanting to participate. If companies express interest, it does the same at

communications. It's also actively promoting Internet-based sectors, such as e-commerce, security and on-line government. Where Canada could do more internationally is in new media and software. Other areas with great potential are telemedicine and on-line education. Says Chang, "We could be building on our strength in those areas by looking for markets overseas."

Right now, 85% of information and communications technology exports go to the United States. Other leading export destinations are Europe, Asia Pacific and Latin America. Chang's team is focusing on those regions because they offer plenty of scope for expansion. Another market not to be ignored is China, though Chang cautions that it is very competitive and hard to break into. Despite that, **Nortel Networks** and other firms achieved major successes on the 2001 Team Canada trade mission to China.

Trade barriers are not the only difficulties to be overcome by exporters. "You also have to adopt different approaches and practices for different cultures," says Chang. Canadians find it easy to do business in the United States because the language and culture are so much like Canada's. In Europe the differences are greater, and in the Asia-Pacific region they are vast.

Chang views the slowdown in the U.S. economy as a short-term problem



PROGRAM FOR EXPORT MARKET DEVELOPMENT

Since 1971, the Program for Export Market Development (PEMD)* has helped over 30,000 Canadian businesses to market their products and services abroad. PEMD assists small Canadian firms to export and diversify into new markets by sharing the costs of various market development activities that they would hesitate to undertake alone, thereby reducing the financial risks. To date, sales stemming from PEMD-supported activities have exceeded \$14 billion.

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

*PEMD is jointly administered by DFAIT and Industry Canada.

and a welcome correction: "The bubble had to burst. It may be a good lesson for people that you shouldn't get caught up in unrealistic expectations."

For the longer term he remains hopeful. When it comes to high-tech, he says, "In the last 10 years or so, Canada has developed a lot of leading players." Chang and his team will keep working to give them the backup support they need to win.

For more information, visit the Trade Team Canada — Information and Communications Technologies Web site: www.ttcinfotech.ic.gc.ca

This article is based on an interview that appeared in the May-June 2001 issue of *htc — Canada's HiTech Career Journal* (www.brassring.ca). ❁



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Construction boom in the Gulf

DUBAI, UNITED ARAB EMIRATES — October 27-31, 2001 — Dubai has just announced the development of a palm tree shaped island that will meet the needs of its booming tourist industry. The resort will include 2,000 theme villas, 40 luxury hotels, shopping complexes, cinemas, a marine park and 120 km of sandy beaches. The largest development in the world of this kind, the project will be completed in five years.

This and many other projects like the Dubai Marina, Dubai Festival City, and the Dubai International Airport expansion, which will be completed in various phases, have created huge opportunities for exporters of products and services in the following sectors: building and construction, water technology and environment, air conditioning and refrigeration, cleaning and maintenance, bathrooms and ceramics.

Team Canada Atlantic

— Continued from page 6

Only the start

Consul General Pregel was delighted by these early indications of success. "There are many similarities between Atlantic Canada and Georgia that should yield new opportunities for trade in virtually every sector..." she remarked. "We have more than succeeded and we now expect Canadian companies to build on the relationships begun here."

For more information, visit the Team Canada Atlantic Web site www.teamcanadaatlantic.com or contact Denis Langlois, Consul, or Mary Jane King, Communications Officer, Canadian Consulate General, Atlanta, tel.: (404) 532-2000, fax: (404) 532-2050, Web site: www.can-am.gc.ca/atlanta 🍁

All of the above sectors will be featured at the **Big 5 Show**, which last year attracted over 20,000 professional visitors and 1,500 companies from 50 countries. There will be a Canadian pavilion on site to facilitate Canadian company participation in this event.

Information on the **Big 5 Show** is available at www.dmgindex.com/big5_home.html

Salon Maison Bois

ANGERS, FRANCE — September 28 - October 1, 2001 — The Groupe Target International invites Canadian businesses to participate in the third annual **Salon Maison Bois**.

Dedicated exclusively to wooden house construction and wood interiors, the **Salon Maison Bois** is aimed at both professionals in the wood industry and the general public. Since 1999, this event has attracted thousands of visitors from all over France as well as neighbouring European countries.

The majority of the exhibitors at last year's show said that they were particularly satisfied with the contacts they made, and many expect to increase their current production by 10 to 30%.

For more information, contact Sanam Shahani, Commercial Officer, Canadian Consulate, Dubai, United Arab Emirates, tel.: (011-971) 4-352-1717, fax: (011-971) 4-351-7722, e-mail: dubai-td@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca or Cosmos Pacific Investment & Consulting Inc., Vancouver, B.C., tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cpiconsult.com Web site: www.cpicconsult.com 🍁

The French home building market is estimated to be \$17 billion and is on the rise as the growing interest in wood housing in France has resulted in a steady increase in this type of construction.

For further information about the **Salon**, visit www.salon-maison-bois.com

For information and reservations, contact Nadine Gaillardet, tel.: (514) 683-8108, e-mail: targetinternational@sympatico.ca

For more information on France's construction materials industry, contact Cécile Bourdages, Commercial Officer, Canadian Embassy, Paris, tel.: (011-33-1) 44 43 23 74, fax: (011-33-1) 44 43 29 98, e-mail: cecile.bourdages@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/paris/ 🍁

JBIC — Continued from page 13

- While Asia will remain the largest recipient of ODA loans (91% in 1998 and 89% in 1999), JBIC is expected to take into account more Japan's strategic interest in future loan approvals. This could mean fewer loans to recipient countries like China and more to countries in Latin America.

Canadian companies have not had a great deal of success in the past with JBIC-financed projects. This is partially due to cultural and language barriers, but, more importantly, to the perception that Japanese firms are much bigger, more com-

petitive and better connected in projects financed by JBIC. Despite this, there are still many good opportunities for Canadian firms willing to persevere in developing a good relationship with JBIC and in establishing partnerships with their Japanese counterparts, in particular for engineering and consulting contracts in Asia, Latin America and Africa, financed by official Japanese development assistance through JBIC and JICA.

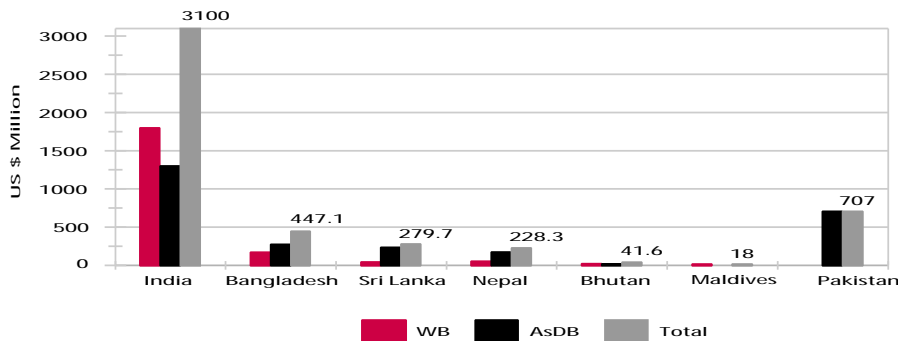
For more information, contact Edward Wang, Trade Commissioner and Asia Team Leader, Export Financing Division, DFAIT, tel.: (613) 996-6188, fax: (613) 943-1100, e-mail: edward.wang@dfait-maeci.gc.ca 🍁

IFI Opportunity Alert Program — Continued from page 1

our effort to raise the level of participation of Canadian companies in IFI projects, we have developed an IFI Opportunity Alert Program, which includes the following components:

opportunities in the South Asia region. This will be used as a notification list for the dissemination of project information and related procurement notices.

IFI Lending Commitments
South Asia Region - 2000



- All active pipeline projects funded by the World Bank and the Asian Development Bank in the region are tracked, focusing on the power, oil and gas, information technology, transportation, agriculture, mining, housing, infrastructure and environment sectors.
- A daily search is conducted for procurement notices.
- IFI project information is sent to companies with related export experience and/or product lines. These companies are sourced through Industry Canada's Web site and the WinExport database.

As a next step, we are developing a database of Canadian companies interested in pursuing IFI business

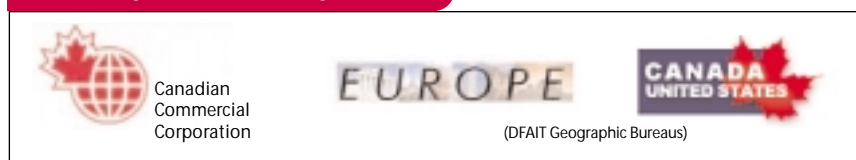
For more information, including instructions on getting your company included in this database, contact the South Asia Division, DFAIT, tel.: (613)

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"The World" under www.dfait-maeci.gc.ca/menu-e.asp has specific information on the South Asian countries and their priority market sectors. Under "Trade" on this site, you can find contact details for our sectoral officers in South Asia. 🍁



Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region:

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

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