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Canadian Science and Technology (S&T) goes abroad Expanding Canadian companies' reach

Canada has been advancing its reputation as one of the world's leading knowledge-based economies in a number of well-planned steps — past, present and future. Through a series of upcoming missions and "road shows" (see below), DFAIT's Science and Technology program is helping Canada forge a multitude of international links that will reinforce its position as a valued global partner in research and business.

The program cultivates a nurturing environment for Canada's S&T activities by encouraging international research and development (R&D) collaboration across, and between, private and public sectors, and by introducing Canadian R&D SMEs to sources of foreign capital for expansion into foreign markets, the



From left to right: NRC President Dr. Arthur Carty; Germany's Federal Minister of Education and Research, Edelgard Bulman; and Canada's Secretary of State for Science, Research and Development, Dr. Gilbert Normand following the signing of the Joint Statement and MOU in Bonn.

program cultivates a nurturing environment for Canada's S&T community.

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The great Canadian success story

Canadian ICT exports to China forge ahead

By Dales Forbes, Manager, China and Hong Kong Division, Industry Canada

While international television, radio and print media continue to sensationalize the decline of the world's information and communications technologies (ICT) industry, one story that has yet to make the headlines is the tremendous success that Canadian ICT exporters are experiencing in China.

Despite the global downturn, the Land of the Dragon is breathing fire into Canada's ICT exports, which increased 200% in the first six months of 2001.

The rise in Canadian ICT exports to China is expected to continue, given

Continued on page 12 – Canada



International Business Opportunities Centre

THAILAND — Conveyor Line for Ash and Gypsum Disposal System — The Electricity Generating Authority of Thailand (EGAT) invites sealed bids (bid no. EGAT 22/2544-MM0028) for the reconstruction of conveyor line 1 in the ash and gypsum disposable system at units 4-13 of the Mae Moh power plant. Work includes design, manufacture, delivery and supervisory assistance during construction and commissioning. Cost of bid documents (non-refundable): US\$90. Closing date: **January 16, 2002**. For bid documents (available until January 4, 2002), contact Niramorn Chotikunchorn, Electricity Generating Authority of Thailand, Room 350, Building TOR 100, Bang Kruai, Nonthaburi 11130, Thailand, tel.: (011-662) 433-9774, fax: (011-662) 433-6317/(011-662) 436-6556.

Contact Surin Thanalertkul, Commercial Officer, Canadian Embassy, Bangkok, fax: (011-662) 636-0568, e-mail: surin.thanalertkul@dfait-maeci.gc.ca quoting case no. 011030-04929. (Notice received from the Canadian Embassy in Bangkok.)

JORDAN — Transformers, Reactors and Ancillary Equipment — The National Electric Power Company (NEPCO) is calling for tenders (tender no. 22/2001) for work at Amman North and Qatrana substations, to be carried out under a single contract. At Amman North: (a) 2 x 400 MVA 400/132/33 kV auto-transformers equipped with on-load tap changers and auxiliary equipment (b) 2 x 315 kVA 33/0.4 kV earthing/auxiliary transformers. At Qatrana: (a) 2 x 240 MVA 400/132/33 kV auto-transformers equipped with on-load tap changers and auxiliary equipment (b) 2 x 315 kVA 33/0.4 kV earthing/auxiliary transformers (c) 2 x 25 MVA 33 kV shunt reactors. Work includes design, manufacture, testing, packing, delivery, installation, commissioning and warranty. Cost of bid documents: US\$1,000. Closing date: **January 15, 2002**. For bid documents and tender briefs, contact Procurement Department, National Electric Power Company, P.O. Box 2310, Amman 11181, Jordan, tel.: (011-962-6) 585-8615, fax: (011-962-6) 581-8336. Contact Hala Helou, Senior Commercial Officer, Canadian Embassy, Amman, fax: (011-962-6) 567-3088, e-mail: hala.helou@dfait-maeci.gc.ca quoting case no. 011024-04850. (Notice received from the Canadian Embassy in Amman.)

THAILAND — Reactors for Chom Bung Substations — The Electricity Generating Authority of Thailand (EGAT) invites sealed bids (bid no.

IPPW-S1-R) for the supply of 500-kV reactors for Chom Bung substations under the 500 kV Transmission System Project for independent power producers. Cost of bid documents: US\$44. Closing date: **January 10, 2002**. For bid documents (available until December 28, 2001), contact Procurement and Contract Department, Room 506 Building T 101, EGAT, Bang Kruai, Nonthaburi 11130, Thailand, tel.: (011-66-2) 436-2780, fax: (011-66-2) 433-6317/5523/434-4064. For more information, visit the EGAT Web site: www.egat.or.th/procure and contact Veena Ngaocharoenchitr, Commercial Officer, Canadian Embassy, Bangkok, fax: (011-66-2) 636-0568, e-mail: veena.ngaocharoenchitr@dfait-maeci.gc.ca quoting case no. 011025-04874. (Notice received from the Canadian Embassy in Bangkok.)

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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Autumn 2001 was particularly active as it coordinated key meetings to confirm past and future commitments while providing a forum for leaders in S&T research and policy to meet and exchange ideas.

The French connection

France, the world's fourth largest economy and a pivotal power in the European Union (EU), is a world leader in a number of areas of research and development, including aerospace, agriculture, telecommunications, medical research and biotechnology.

France has a special interest in Canada's unique talent for building strong networks involving different players in the innovation cycle — companies, universities, governments and catalyst organizations. A prime example is the current exchange between an Industrial Technology Advisor of the National Research Council's Industrial Research Assistance Program (IRAP) and its French counterpart, l'Agence de Valorisation de la Recherche (ANVAR).

During the 17th meeting of the Canada-France Joint Cultural, Science and Technology Commission held October 18-19, 2001 in Paris, representatives of French and Canadian S&T institutions, agencies and associations met to review the program achieved over the past three years under the bilateral agreement signed in 1965. The two countries agreed to future collaboration in life and health sciences, natural resources, agriculture and agri-food, materials science and information and communications technologies, and to make good use of the France-Canada research fund to support R&D collaboration.

Celebrating partnership with Germany

Germany, the world's third largest economic power, is foremost among Canada's other European R&D partners. It offers opportunities for R&D alliances, investment and markets in areas such as aerospace, biotechnology, health products, industrial machinery, new materials and pho-

tonics. Numerous missions have already taken place, including the showcasing of 10 young Canadian companies at last spring's popular **Hannover Fair**: one Canadian technology manufacturing firm has triggered both interest and financial backing from Siemens. Stay tuned for this and other announcements.

The 30-year anniversary celebration of the bilateral S&T Agreement culminated in Bonn on October 24 with

Expanding via S&T

Gilbert Normand, Canada's Secretary of State for Science, Research and Development, and Edelgard Bulman, Germany's Federal Minister of Education and Research (BMBF), signing a Joint Statement which extended collaboration between Canada and Germany to involve new sectors, as well as young scientists and entrepreneurs.

Since 1971, over 500 cooperative research projects have been completed and another 100 are underway. And, with the signing during the celebration of a Memorandum of Understanding (MOU) between the National Research Council (NRC) of Canada and the Hermann von Helmholtz Association of National Research Centres (HGF), which included the establishment of a joint fund valued at \$1.5 million yearly, this number will surely increase.

Looking ahead

DFAIT's program in R&D business development has set a fast and exciting pace for itself as it continues to assist in international "matchmaking" between Canadian and German R&D SME business partners and appropriate investors, by way of coordinating overseas missions.

A sample of recent activities in Canada and abroad include:

- **BIOCONTACT**, held in Quebec City in October, attracted delegations from eight countries and included private meetings between Canadian

firms and prospective foreign technology partners. A session on international financing highlighted opportunities in the U.S., Switzerland and Germany.

- A November biotechnology partnering and Venture Capital (VC) mission to Europe in genomics and proteomics started in Germany at **BIO Europe**, Europe's largest biotech conference. The mission included cooperative workshops for some

14 Canadian firms showcasing their technologies and five VC companies. The tour concluded with visits to France, the U.K. and Spain. A similar "road show" last spring toured Italy, Switzerland and Sweden, with very successful results. One participant recently announced the conclusion of a successful second round of financing, worth \$12 million. Other negotiations are pending, with the Swiss Stock Exchange being considered as an alternative to the Toronto Stock Exchange in three cases.

These are but two examples of some 12 missions the S&T division organized which helped to raise some \$200 million in foreign VC funds for participating Canadian companies. Future missions will be announced in the new year: stay tuned.

Find out more about Canada's bilateral S&T agreements and DFAIT's Science and Technology Division at www.infoexport.gc.ca/science 

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



THE CENTRAL UNITED STATES

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

Telehealth/ Telemedicine Market

The United States boasts one of the largest, and most sophisticated, health services markets in the world. Valued at \$1.4 trillion (Cdn) in 1999, this market is served by global leaders in cutting-edge medical technology. Not surprisingly, international health care companies involved in innovative sectors, such as telehealth/ telemedicine, are looking to the U.S. to promote their products and services.

Market Overview

The Central U.S. region — comprising Michigan, Indiana, Kentucky, and Ohio — represents approximately 11% of the total U.S. health services market. The Central U.S. telehealth market has an estimated value of \$18 million. Hospital care, home health care and nursing home care — areas with the greatest potential for telehealth applications — account for close to 50% of the region's total health-care expenditures.

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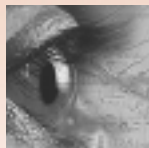
www.infoexport.gc.ca

There are 15 statewide telehealth programs in the region and roughly 116 active sites, representing almost 10% of the U.S. total. Among the services commonly provided through these telehealth programs are teleradiology, physician-patient teleconsultations, professional backup, emergency care, and professional training.

Opportunities

Opportunities exist for telehealth/telemedicine firms in the following areas:

- **Program development** — Some medical facilities and health departments require assistance in designing and implementing appropriate infrastructure for telehealth applications, and/or enhancing existing networks to meet expanded demand.
- **Home health care** — About 300,000 patients in the Central U.S. require home care services for acute illness, most of which could benefit from remote monitoring services and other forms of telehealth.
- **Rural health care** — Most remote rural areas in the U.S. face shortages of medical professionals and a scarcity of advanced diagnostic equipment. Telemedicine technologies enable rural health-care providers to consult with medical professionals practising in better equipped facilities, and to access up-to-date medical information quickly and easily.



- **Corrections facilities and prisons** — Studies have determined that telehealth is a more cost-effective, lower-risk option to treating violent prisoners or prisoners likely to attempt escaping if escorted outside the correctional facility for medical care. Corrections facilities conduct more than 4,000 teleconsultations annually.
- **Consumer health information** — High demand for consumer health information across the U.S. is being met through several media, including on-line bulletin boards, kiosks, computers and telephone. Opportunities exist for Canadian firms as technology suppliers, telehealth system managers and information content providers.
- **Professional education** — There are opportunities to help firms develop information and training modules for telehealth services, and train organizations in the use of telemedicine technologies.
- **Peripheral devices** — In this region, the peripheral devices most commonly used in teleconsultations include X-ray scanners and digitizers, digital/document cameras, ultrasound

machines, electrocardiography apparatus and vital sign monitors.

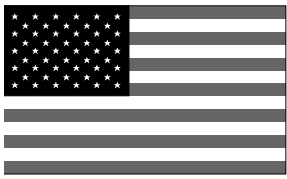
Canadian telehealth service providers and suppliers of related medical or information and communications technology (ICT) equipment are urged to partner with U.S. firms or other foreign companies active in the region. The U.S. health care market is highly competitive. Alliances with other health service providers or ICT firms may offer competitive advantages in price, distribution, and product marketability.

See Potential?

To learn more about this market, read *The Telehealth/Telemedicine Market in the Central United States* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site:

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 banner for the "Telehealth/Telemedicine Market" featuring a city skyline. 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. 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.

A procurement primer for Canadian companies Doing business with U.S. governments and agencies

The U.S. Government is turning to its allies in an effort to procure the best products and services from around the world to assist in the war on terrorism. Expertise in certain fields, such as building construction and information technology, is needed now during disaster recovery, and longer term opportunities will undoubtedly be created by a prolonged U.S. response to global terrorism. This report offers Canadian companies help in marketing their products and services to the U.S. by providing useful links to key contacts and sources of information.

Disaster relief

Those companies currently under contract with disaster relief authorities are in the best position to deliver the first wave of assistance. Now is the time for such companies to prepare for the future by learning how each government department operates, and by identifying their prime contractors and using this information to build relationships.

Learn about the responsibilities of individual U.S. government departments and agencies by visiting FirstGov, the U.S. government's Web site at www.firstgov.gov and clicking on "Doing business with..." This section

includes upcoming solicitations and procedures, and often includes lists of prime contractors and hints for effective marketing.

In particular, Canadian firms should learn how the U.S. federal government organizes disaster relief, including the roles played by state and local governments and non-governmental relief organizations. For an excellent review of disaster relief coordination, visit the U.S. Federal Emergency Management Agency (FEMA) Web site at www.fema.gov/r-n-r/dec_guid.htm

FEMA's field offices have tremendous authority for developing and administering regional disaster relief plans. Find out more at www.fema.gov/about/regoff.htm

For good advice about working with FEMA (or any other disaster relief organization) review their top 25 tips at www.fema.gov/ofm/market.htm

Longer-term requirements

More civilian and military staff will be needed on the quiet battlefield that will be responsible for tracking down terrorist networks through intelligence gathering and analysis.

Companies (and their associated partners and subcontractors) with contract vehicles (such as option clauses to direct production surges to meet urgent military requirements for specialized equipment) or General Services Administration (GSA) schedule contracts (such as Canada's Standing Offer program for commercially available goods and services) will be called on for increased procurement in the following specialities:

- threat detection and protection technology and systems (nuclear/biological/chemical, metal and explosives screening systems and body-scanning equipment);
- off-the-shelf systems that can be quickly adapted to process intelligence gleaned from electronic intercepts (i.e. signals intelligence (SIGINT) or electronic intelligence (ELINT) processing);
- computing and telecom systems security;
- medical and biotech commodities, including anthrax vaccine and smallpox vaccine.

The following are proposed allocations (in US\$) for the response to global terrorism:

- FBI: \$485 million for counter-terrorism investigations and other national security activities;
- Justice assistance: \$364 million for grants under counterterrorism programs;
- Attorney General's Office: \$23 million to finance a new deputy

Continued on page 8 – Doing business



If you have something to sell, chances are it's something the United States government buys. After all, with annual purchases in the billions of dollars, the U.S. government is the world's largest single buyer of goods and services.

How can your company tap into this \$100-billion-plus annual market? There are many ways but one of the best is to register with the U.S. General Services Administration.

The world's largest procurement customer

Tap into a US \$100-billion-plus market

Doing business with the GSA

The General Services Administration (GSA) is an independent agency of the U.S. federal government. It is similar in function to Public Works and Government Services Canada (PWGSC) in that it both conducts procurement on behalf of the federal government and creates contract vehicles to simplify procurements by other federal departments.

The GSA helps other federal agencies acquire the space, products, services and consulting advice they need from federal and commercial sources. It contracts for billions of dollars' worth of products and services for federal agencies and also sells surplus federal property, such as real estate and vehicles, to the public.

Buyers choose GSA schedules

Many U.S. government buyers prefer to procure products and services from suppliers who hold GSA schedule contracts. When government customers ask if you have a "number" or are "GSA approved" they are usually asking if you have a GSA Federal

Supply Service (FSS) schedule, which is similar to PWGSC's Master Standing Offers. GSA Schedules are negotiated contracts that set terms and conditions and prices on the offer of a product or service for government buyers for a fixed period of time. Departments, notably the Department of Defense (DoD), like the convenience of purchasing from GSA schedules.

It normally takes about six months to obtain a GSA schedule contract.

Once you are on schedule, however, the average time to process an order is 14 days, compared with a full request for proposal process, which usually takes about 270 days. This is just one of the reasons government buyers routinely prefer GSA schedules over all other types of contracts.

How to buy through the GSA

The GSA offers its customers many easy ways to purchase what they need. It simplifies federal procurement by negotiating large multi-user contracts (GSA schedules and value-added information technology contracts) and by leveraging the volume of the federal market to drive down prices.

Federal agencies place orders against these contracts in many ways — through GSA customer representatives or catalogues, by phone or fax, charge cards, electronic requisitioning, in-person auctions, over the Internet, or by contacting suppliers directly. The GSA offers a variety of on-line purchasing methods, including the GSA Advantage! ordering system, the Wireless Store for wireless

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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

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

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

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

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

telecommunications purchases, Buyers.gov "reverse auctions" to get the best price for large IT purchases, and GSA Auctions on-line sales of surplus property.

The GSA also offers customers the means to manage their own procurements on-line, through E-Buy requests for quotes on-line and FedBizOpps, where federal agencies can post their contracting requirements electronically.

Finding GSA opportunities

Upcoming GSA opportunities can be found on the Internet at:

- The Electronic Posting System (www.eps.gov) — You can register to request e-mail notification of procurements of interest sent directly to you.
- GSA's Web site (www.gsa.gov) includes a forecast of GSA opportunities over the upcoming fiscal year. The site also has good information on doing business with the GSA as well as GSA's on-line store (GSA Advantage!) where you can surf your competitors' prices and terms.

Continued on page 8 – Tap into



Doing business with U.S. governments

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- attorney general position to combat domestic terrorism;
- Port security: \$40 million for counterterrorism, anti-drug and other law enforcement activities;
- Diplomatic and consular programs: up to \$4 million for terrorism-related rewards and emergency evacuations;
- Legal activities: \$6.9 million for prosecutions related to terrorism and violent crime;
- Judicial protection: an increase of \$2.5 million over fiscal 2001 to finance U.S. Marshals Service Protection for judges who presided over the World Trade Center bombing trial;
- Cyber-security: \$17.7 million for devices to protect the government's classified global computer system from cyber-terrorism.

Key Canadian contacts

Although Canada and the United States have demonstrated an overwhelmingly cooperative response to global terrorism, Canadian firms still face a complex U.S. federal procurement process that, in some cases, could pose barriers. Most problems, however, can be solved with careful planning.

To learn more, visit www.canadianembassy.org/sell2usgov or select individual geographic regions and then visit www.infoexport.gc.ca to

locate the trade commissioner responsible for your product or service in each region.

As you develop your prospects further, visit the **Canadian Commercial Corporation (CCC)** Web site at www.ccc.ca to learn how they can help you bid successfully and perform and administer your contract effectively.

U.S. federal contacts

To learn about charitable and business needs, first visit FEMA's Web site www.fema.gov and then call 1-800-801-8092 for a more detailed discussion. All new contracts over \$25,000 associated with either civilian or defence departments of the U.S. federal government are posted at FedBizOpps www.fedbizopps.gov

If your firm offers commercial products and services to the U.S. federal government, review the General Services Administration (GSA) Web site www.gsa.gov and the Defense Logistics Agency www.dla.mil

Both agencies administer contracts for thousands of U.S. civilian and defence buyers in areas such as construction equipment, consulting, information technology and engineering services.

U.S. state and local contacts

While NAFTA's provisions on procurement do not require U.S. state and

municipal governments to treat Canadian offers of goods and services equally with American offers, many state and local government contracts do open their procurement to foreign companies. Canadian firms should consult the State regulations that apply to any opportunities that interest them.

The following Web sites provide information about broader procurement matters for New York and Tri-State local government contracting.

- New York City Mayor's Office of Contracts: www.nyc.gov/html/moc
- New York State Office of General Services: www.ogs.state.ny.us/purchase/default.asp
- New Jersey State Purchase Bureau, Department of Treasury (Procurement): www.state.nj.us/treasury/purchase/
- National Association of State Procurement Officials: www.naspo.org/directory/#anchorj

For the Tri-State region, Canadian companies can also contact André LeBlanc, Consul and Trade Commissioner, tel.: (212) 596-1670.

For more information, contact Judy Bradt, Director, Canadian Embassy, Washington DC, tel.: (202) 682-1740, fax: (202) 682-7795 or (202) 682-7619, e-mail: judy.bradt@dfait-maeci.gc.ca or Gerard Brathwaite-Sturgeon, Commercial Secretary, Canadian Embassy, Washington DC, e-mail: gerard.brathwaite-sturgeon@dfait-maeci.gc.ca 🌟

Tap into a US\$100-billion-plus market

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For more information on how to get a GSA schedule, see the publication *Doing Business with the GSA* and the *FSS Contractor Guide* published by the GSA (<http://pub.fss.gsa.gov/vendorguide>).

GSA schedules are just one of many channels to U.S. government business. Canadian firms can also search for other prospects at

www.firstgov.gov and can find the U.S. government's complete reference guide to contracting at www.arnet.gov

For more information about doing business with the United States government call the **Canadian Commercial Corporation (CCC)**, contact Ron Linton, Senior Business Development Officer, CCC, tel.: (613) 995-0140, Web site: www.ccc.ca.

Since 1946, CCC, a federally owned export sales and contracting agency has been responsible for managing all procurements above US\$100,000 to the U.S. DoD and the National Aeronautics and Space Administration (NASA). As a specialist in export sales and contracting to governments worldwide, CCC recently brought key U.S. and Canadian government procurement officials together to discuss upcoming requirements and explain the process and regulations when selling to the U.S. government. 🌟

Pheasant sausage made with award-winning Canadian icewine...pork tenderloin bathed in beer from Atlantic Canada...These were the treats presented by 20 young Japanese chefs at the 9th Canada Culinary Cup Competition held October 6 in Tokyo. The annual competition, including qualifying events such as the Kyushu Final, has proven to be a perfect recipe for tempting Japanese chefs to "think Canadian" when selecting ingredients for their culinary creations.

The competition in Tokyo, including the events leading up to it, was brought to the table by Canada's missions in Japan and the All-Japan Chefs Association to promote the Canadian food industry to Japan's new generation of chefs.

Blueberries, lobster and wild rice

The first Kyushu Final was organized by the Canadian Consulate in Fukuoka and the Kyushu Chapter of the All-Japan Chefs Association to select a local delegate to Tokyo's Canada Culinary Cup competition from among 50 hopefuls. During the three-day event, which took place last June at the Hotel Restaurant & Bakery Show (part of the Think Canada 2001 Festival) 30 young Kyushu-based semi-finalists turned out dishes featuring Canadian pork, blueberries, wild rice and canola oil as mandatory ingredients. They were divided into groups and took turns cooking up a storm in a showcase kitchen set up and provided by the show's organizers, the West Japan Branch of Nikkan Kogyo Shinbun.

A second contest involving 33 young local chefs featured magnificent presentations of Canadian lobster.

Artistry, flavour: palette to palate

The dishes were judged for taste and presentation by a panel that included a Consulate representative and expert chefs from prominent Kyushu hotels and restaurants. Chef Kenji Toguchida from Kagoshima Kokusai Kanko Hotel was chosen as the Kyushu delegate to the Culinary Cup. The final presentations — truly culinary masterpieces — were then displayed at the

adjoining Canadian Booth, alongside samples and brochures featuring Canadian fare, such as maple syrup, beef, wild rice, icewine and beer.

The spirit of cooperation between event organizers was a key ingredient in the success of the Kyushu Final. The Consulate established an excellent relationship with the All-Japan Chefs

robert.lazariuk@dfait-maeci.gc.ca
Web site: www.dfait-maeci.gc.ca/ni-ka/business/kyushu_main-e.asp

Crème de la crème in Tokyo

Nineteen young Japanese chefs joined chef Kenji, the Kyushu finalist, at the 9th annual Canada Culinary Cup competition, held October 6 in

A tasteful blend of East and West

Canada Culinary Cup Competition in Japan



Association as well as with the executive chefs from Kyushu's leading hotels who acted as judges.



Josiane Simon, Consul and Trade Commissioner, Canadian Consulate, Fukuoka, with Chef Kenji Toguchida, in Kyushu.

A special ingredient

Indeed, both the cooking contest and food exhibition proved tantalizing to the show's 27,000 visitors — a winning combination for promoting Canadian food products.

For more information about the Kyushu market for agri-food products, contact Josiane Simon or Kazuhiro Uemura, Canadian Consulate, Fukuoka, tel.: (011-81-92) 752-6055, fax: (011-81-92) 752-6077, e-mail: fkoka@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka or Robert Lazariuk, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 992-6185, fax: (613) 944-2397, e-mail:

Tokyo. The big day began at 9 a.m. at the Tokyo Cooking School and ended many dishes later at the Canadian Embassy with a presentation and the awarding of prizes to the three top contestants. Takashi Miyahara of Lapin Agile Kawasemi took the cake — winning first prize with honours — after final judging by, among others, Robert G. Wright, Canada's Ambassador to Japan.

The awards ceremony for the highly successful second annual Canadian Wheat Bread Baking Contest was held the same day.

With next year marking the 10th anniversary of the Culinary Cup, the Canadian Embassy is planning to cook up an even bigger and better event using Canadian food not featured this year — no doubt adding a dash of something special.

For more information about the Culinary Cup, contact Noboru Shimizu, Commercial Division, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6482, fax: (011-81-3) 5412-6247, e-mail: tokyo.fn@dfait-maeci.gc.ca 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan.")

Canadian-style woodframe homes are growing more popular in Germany because they are less expensive and easier to build, and because the lifestyle and expectations of the typical German citizen is changing. Many Germans travelling to and from Canada have experienced first-hand the advantages offered by woodframe houses and now expect this type of construction to be used back home in Germany.

Woodframe popularity is building Residential housing market in Germany

Market overview

Germany built approximately 410,000 new housing units in 2000, almost one fifth of which incorporated woodframe techniques. The use of woodframe has increased 15% over the past decade and is certain to become even more popular than traditional German brick and stone with the phasing-in of Germany's new energy conservation regulations.

Several trends in the German construction industry will favour Canadian housing suppliers:

- Compliance with the new regulatory environment is easier to achieve using woodframe rather than brick and stone construction.
- The growing practice in Germany of hiring contractors to build on-site will favour Canadian suppliers over larger firms that produce large prefabricated sections.
- Firms adopting North American (or similar) dimensions and construction techniques for German-built woodframe housing have increased their woodframe market share in the last decade to almost 50%, proving that the approach is competitive and accepted by consumers. More good news for Canadian woodframe suppliers!

Market access considerations

Technical issues — No serious barriers to the German housing market exist, however exporters must consider the

following technical issues and prepare for them:

- Phytosanitary requirements that apply to certain species of wood;
- German regulations related to building permits, visas and work permits;



- Labour regulations governing work crews. German partner firms or the Canadian Consulate in Hamburg (www.kanada.de) can assist.

Partner firms — Choosing a local partner firm to assist with such tasks as finding buyers or handling technical matters is a key to success. Such firms typically operate in a limited geographic region so Canadian exporters often work with several to broaden market coverage. The Canadian Consulate in Hamburg can help suppliers locate suitable partner firms.

Major competition

The market for single-family and duplex units in West Germany is stabilizing on a high level, although the number of multi-units being built is down. Most new German housing is built by German firms, a fact which holds true for all kinds of construction including the fast-growing woodframe market segment.

In 1998, local builders supplied most of the approximately 40,000 woodframe houses built in Germany.

Canadian firms' share of this market is very small and, with the decline of the Euro that began in 1999, Canadian products have become 20-30% more expensive. Despite losing the price advantage, several new Canadian exporters completed their first projects in Germany this year.

German builders are highly adaptable, steadily developing their products and adopting many North American building techniques, designs and standard dimensions. To stay ahead in this competitive environment, Canadian suppliers must continue to offer imaginative designs and innovative materials and systems.

Trade shows and links

Most of the following shows are held biannually.

Bau (www.bau-muenchen.de/english/index.html), Munich, January 2003 — the most important German fair for building products and systems.

Interzum (www.interzum.com), Cologne, May 2003 — the world's largest fair for wood products, popular with manufacturers of building products and systems and specialists in new housing design and promotion.

Deubau (http://deubau.messe-essen.de/e_000.html), Essen, January 2002 — a very large fair focused on the building systems and products market in western Germany.

Bautec (www.bautec.com), Berlin, February 2002 — the largest trade fair in eastern Germany, focused on building components and systems such as windows and doors.

Holzbau (www.holzbau.info-web.de), Nürnberg, April 2002 — a trade fair and congress on wooden construction.

For detailed market reports about this sector, visit www.infoexport.gc.ca

For more information, contact Thorsten Henke, Commercial Officer, Canadian Embassy, Berlin, tel.: (011-49-30) 20312 0, fax: (011-49-30) 20312-115, e-mail: thorsten.henke@dfait-maeci.gc.ca Web site: www.kanada.de 🍁

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

Housing reform has been a keystone in the Russian Federation's program to rebuild the Russian economy since 1992, and it continues to be a central platform in the government's social and economic policy.

are Canada Mortgage and Housing Corporation (CMHC) and the State Committee of the Russian Federation on Construction and Housing Complex (Gosstroy), with the active participation of the Canadian International Development Agency

all imports. Certain types of building decoration materials are subject to Russian excise tax. Items such as prefab houses, doors, windows and door-locks require a certificate of conformity and technical approval is required before any new or imported

A good time to build

Home construction in Russia

Market overview

The Russian construction sector is recovering from the financial crisis of August 1998. In 2000, investments in the sector reached US\$22 billion, a 10% increase since 1999. This trend is likely to continue for the foreseeable future as Russia continues to implement market economy policies.

Sales volumes for construction and home decorating material and housing engineering systems are keeping pace with the rise in construction of private homes (up 15% in 2000). Imported materials are preferred because domestic goods tend to be of poorer quality and cost almost as much as foreign goods. Sales have also been influenced by the introduction of new federal housing programs and the increased demand for modern commercial space.

Despite new government initiatives, however, the Russian construction industry is still beset by problems that include unstable financing, a rising number of unpaid bills, an ineffective amortization system, unreliable banking and imperfect taxation.

Building mutual cooperation

Canada exported building materials worth \$40.5 million to Russia in 2000, and \$25.3 million to the end of August 2001. Cooperation between Canada and Russia in the construction sector is conducted within the framework of the Construction Working Group of the Canada-Russia Intergovernmental Economic Commission (CWG IEC), established in 1995. Major partners

(CIDA) and Export Development Corporation (EDC).

The two countries have already begun to meet the key objectives set out in a Memorandum of Understanding (MOU) between CWG IEC members which include harmonizing Canadian and Russian building codes and standards, promoting Canadian light-frame housing technologies, and establishing training programs for construction workers and management in Russia.

Opportunities

Canadian firms will find opportunities in the following areas:

- Establishing regional distribution centres for Canadian construction materials;
- Establishing joint-venture manufacturing facilities that use local raw material, labour and unused industrial capacity;
- Completing the existing CMHC/CIDA housing initiatives;
- Expanding the participation of Canadian construction companies in the "10,000 Canadian Homes for Russia" program;
- Helping Russia establish a mortgage financing and loan insurance system;
- Participation in industrial construction projects funded by international financial institutions (IFIs).

Market access considerations

Russian import duties for construction material and equipment range from 5% to 20%, and a 20% VAT is levied on

material can be used at a construction site.

Major competition

A number of Canadian construction companies are active in Russia.

- Ferguson Simek Clark (www.fsc.ca/ferguson_simek_clark_engineers_.htm), Yellowknife.
- Thomas Cochren International Homes (www.thomascochrenhomes.com), Toronto
- Canstroy Group, Toronto.
- Les Batisses Foret Argente Inc., Quebec.
- Kanadastroy, Quebec.
- Canada North Projects Ltd., Yellowknife.
- NASCOR Incorporated (www.nascor.com/homes.html), Calgary.
- Colours of Canada Group, Quebec.

For detailed market reports about this sector, visit www.infoexport.gc.ca

For more information, contact Michael Reshitnyk, Trade Commissioner, Eastern Europe Division (REE), DFAIT, tel.: (613) 996-7701, fax: (613) 995-1277, e-mail: michael.reshitnyk@dfait-maeci.gc.ca or Valery Makarov, Business Development Officer, Canadian Embassy, Moscow, tel.: (011-7-095) 956-6666, fax: (011-7-095) 232-9949, e-mail: valery.makarov@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ru 🍁

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— Continued from page 1

the contract announcements that are issued almost daily in China and its imminent accession to the World Trade Organization. As highlighted during the Prime Minister's Team Canada Mission in February, in which over \$1 billion in ICT contracts were announced, both multinational and

hold in Hong Kong, where business is conducted to Western standards, the rule of law governs contracts, and English has been adopted as an official language. With its close historical ties to Britain, and its free market economy, Hong Kong lets Canadian firms feel "at home" as they go about building a presence in the region.

participation in various Team Canada missions, we solidified business relationships and learned about key business opportunities."

Tips for success

Although individual marketing strategies will vary, there are certain best practices that companies should follow to be successful.

"Companies should first gather some preliminary market intelligence. They should not begin investing in China or Hong Kong if they do not have a clear understanding of potential business opportunities," advises Positron's Claude Neunlist.

Teleglobe's Lily Zhang stresses that companies need to "think globally, but act locally. Hire individuals who understand the culture and know the Chinese people, but who also have an international background."

AuDigital's Tao Jiang believes that "Western firms must be patient in developing the market and in dealing with the red tape."

Brian O'Higgins of Entrust suggests that newcomers "work with Canadian government departments such as DFAIT and Industry Canada to help broker your business overseas through trips like Team Canada missions, visits from local businesspeople or media tours." As well, he cautions that companies should "protect their intellectual property (IP), understand the regulatory context and permit process." With Canadian firms already excelling in this huge ICT market and a bright future ahead, there's no end in sight for this Canadian success story!

For more information, contact Dale Forbes, Manager, China and Hong Kong Division, Industry Canada, tel.: (613) 990-9092, fax: (613) 990-4215, e-mail: forbes.dale@ic.gc.ca or Marcel Belec, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 995-6962, fax: (613) 943-1068, e-mail: marcel.belec@dfait-maeci.gc.ca 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong")

Canada a hit in China

small to mid-sized enterprises (SMEs) are contributing to the Canadian success story.

Nortel Networks (www.nortelnetworks.com), Brampton, considers China a top strategic market following a series of major announcements for Code Division Multiple Access (CDMA) and Global System for Mobile Communications (GSM) equipment.

Teleglobe (www.teleglobe.com), Montreal, was the first North American carrier to establish direct telecommunications links with China, and has been doing business on the mainland since the 1970s. Teleglobe opened a permanent office in Beijing two years ago and now accounts for 30% of China's international Internet access.

"In the next five years, China's GDP will double to US\$2 trillion and the information industry will represent over 7% of GDP and expand at a 20% compound annual growth rate (CAGR)," states Lily Zhang, Teleglobe China's managing director.

"The fixed line market will require an average annual investment of US\$12.5 billion and will grow at a 14% CAGR to 250-300 million users. The mobile market will require an annual investment of US\$7.23 billion and will grow at a 26% CAGR to 250-290 million users. There will be over 90 million Internet users, with growth of 34% CAGR. Now that's opportunity!"

Routes to success

Canadian firms entering the Chinese market may prefer to establish a toe-

For example, **Positron Public Safety Systems** (www.positron911.com), the Montreal-based provider of world-class public safety communications solutions, has formed partnerships and alliances to pursue opportunities with the Hong Kong police and fire services departments.

Positron is using this success as a bridge to the highly competitive mainland. According to Claude Neunlist, Positron's business development manager, "Hong Kong is a showcase for Positron in the region."

Other firms, such as **AuDigital Hearing Care and Technologies** (www.zhutingqi.com/eng/eng.htm), Toronto, (a subsidiary of **International Audiology Centre of Canada Inc.**) have been successful by entering the market directly. Using its superior technology, Chengdu-based AuDigital has been providing high-quality hearing instruments in China since 1998. According to company chairman Tao Jiang it may take up to a decade for AuDigital to reach its full potential while China develops the necessary educational and training infrastructure.

Entrust (www.entrust.com), Ottawa, a leading supplier of enhanced Internet security services also chose the direct route to the Chinese market. According to Brian O'Higgins, Entrust's chief technology officer, "We keyed in early on the fact that the potential for Internet growth in China is exponential. Through our early work with the People's Bank of China (PBOC) and



India is the world's sixth largest consumer of energy. Oil demand is expected to grow 6.3% a year to 179 million metric tons in 2006-07. Investments of \$150 billion will be required over the next 10 to 12 years to meet this demand. Domestic crude production's share of the market, currently 33%, could fall to 25% without significant new investment. With known in-place reserves of almost 7 billion tonnes (of which only 2.5 are currently recoverable) and estimated reserves of approximately 28 billion tonnes, the opportunity for exploration and new production is significant.

An invitation to foreign companies

The Indian government is implementing a New Exploration Licensing Policy (NELP), which permits foreign involvement in exploration, an activity long restricted to Indian state-owned firms. One hundred percent foreign ownership is allowed, even in the refinery sector. Until recently, the predominant importers of oil and gas equipment were government companies. Now, however, the private sector is fully involved. With revised policies in place, foreign companies are welcome as both investors and suppliers, and can pursue the following opportunities:

- Redevelopment of the Bombay High offshore oilfield has been estimated at a cost of \$2.65 billion. The five-year plan is expected to include 223 new wells, 21 well head platforms, 1 process platform, 1 water injection platform, 1 gas compression platform, modification of 50 platforms and 15 clamp-on structures.
- The world's longest liquefied petroleum gas (LPG) pipeline (1,270 km), passing from Gujarat to Uttar Pradesh, was commissioned at a cost of \$410 million. More than 12,000 km of oil and gas pipelines have been planned across the country.

- The Ministry of Petroleum and Natural Gas has recently received bids for 7 blocks under the first ever round of coal bed methane for exploration and production. The blocks are expected to be awarded soon.

India's oil and gas sector

Recent success stories

More than 150 Canadian oil and gas companies are already doing business in India, many operating in partnership with local companies and agents. Some recent success stories include:

- **Global Thermoelectric** won a contract with Gas Authority of India Limited (GAIL), valued in excess of \$19 million for supply of thermoelectric generators. Global Thermoelectric received the 2001 Canada Export Award and the 2001 Innovation and Technology Achievement Award.
- **NOVA Chemicals'** polyethylene (PE) technology is utilized by Reliance Industries Limited (RIL) in two plants with collective capacity of 400 kilo tonne per annum (kta) and by Gas Authority of India Limited (GAIL) in a 160 kta PE plant. NOVA Chemicals entered into new agreements with both RIL and GAIL to expand their plant capacities by 80 kta and 50 kta respectively. The collective value of these developments is over \$75 million.
- **Niko Resources**, in association with India's Reliance Industries Limited, won 12 of the 23 exploration blocks awarded under NELP-I and recently won one exploration block under NELP II.

How can your company become involved?

Canadian companies can review international tenders issued by Indian oil and gas companies at the International Business Opportunities Centre (IBOC) Web site

www.e-leads.ca/menu-e.asp

The Consulate of Canada in Mumbai publishes a quarterly newsletter, *India Oil & Gas Hot Tips*, which will be available on-line at www.strategis.ic.gc.ca. Our trade officers can be contacted in Canada via psa@dfait-maeci.gc.ca and in India via amitabh.arora@dfait-maeci.gc.ca 🍁



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Canadian mission to Tunisia

TUNIS, TUNISIA — October 22-27, 2001 — A delegation of twelve Canadian companies took part in a multisectorial trade mission to Tunisia under the auspices of the Montreal International Trade Centre

(Industry Canada), in cooperation with the Economic Representation of Tunisia in Montreal and the Foreign Investment Promotion Agency (FIPA) of Tunisia.

The mission provided the participants the opportunity to learn about the Tunisian market — trade flow, investment, creation of joint ventures and strategic partnerships, financing mechanisms and current trade practices. There were also networking meetings and site visits, including a visit to the communications technology park.

Delegation members reported that they were pleased with the mission and the market opportunities they discovered



From left to right: Rolland Coderre, Les Emballages Coderre Packaging, Inc., Saint-Germain-de-Grantham, Quebec; Guy Saucier, Met-Chem, Inc., Montreal, Quebec; Normand Ferland, NSI Communications Inc., Pointe-Claire, Quebec; André Potvin, Senior Trade Commissioner, Canadian Embassy, Tunisia; Denis Vaillant, Trade Commissioner, Montreal International Trade Centre (Industry Canada); Mahrez Rekik, Méditaix, Laval, Quebec.

in the following areas: packaging, telecommunications, computer technology, pharmaceutical products, agri-foods, marketing, engineering consulting and paper products.

Companies interested in the Tunisian market can take advantage of the support available from the Canadian International Development Agency (CIDA) under its Industrial Cooperation Program or Private Sector Development Fund (PSDF).

The results of this mission are promising: partnership agreements are to be signed shortly in areas such as computer assembly and packaging.

For more information, contact André Potvin, Commercial and Cooperation Counsellor, Commercial Section, Canadian Embassy, Tunis, tel.: (011-216-71) 796-577, fax: (011-216-71) 792-371, e-mail: andré.potvin@dfait-maeci.gc.ca or André Landry, Desk Officer, Mauritania and Tunisia, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-8288, fax: (613) 944-7431, e-mail: andre.landry@dfait-maeci.gc.ca 🍁

Israel high-tech investment mission and new market studies

TEL AVIV, ISRAEL — March 18-21, 2002 — Israel and Canada have some of the most dynamic high-tech and investment communities in the world, particularly in biotechnology and information and communications technologies (ICT). The Canadian Embassy in Tel Aviv is organizing an investment mission to Israel to tap into the opportunities in these sectors for strategic partnerships and investments between Canadian and Israeli technology and venture capital firms.

New market studies

- *The Information and Communications Market in Israel* is now

available at www.infoexport.gc.ca under "market prospects." Silicon Wadi, as the ICT market in Israel is often called, offers a wide range of business opportunities for Canadian companies looking at exporting their products and services, or for those interested in partnerships and investment opportunities.

- **The Wine Market in Israel** has also been posted recently. The Israeli wine market is increasing rapidly, creating opportunities for Canadian wine exporters. To find out more about this market, consult www.infoexport.gc.ca under "market prospects."

For more information, contact Suzanne Szukits, Senior Trade Commissioner, Canadian Embassy, Israel, tel.: (011-972) 3-636-3350, fax: (011-972) 3-636-3385, e-mail: suzanne.szukits@dfait-maeci.gc.ca or Elaine Butcher, Middle East Division, DFAIT, tel.: (613) 944-6994, fax: (613) 944-7975, e-mail: elaine.butcher@dfait-maeci.gc.ca 🍁

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Upcoming trade shows and conferences

For the full details on the following events, see **Canadexport** on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions."

LONDON, ENGLAND — January 9-12, 2002— **BETT** is the most comprehensive event in the U.K. education field, with sectors such as e-training and e-education becoming increasingly important.

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

CANNES, FRANCE — January 20-24, 2002 — **Midem** is the premier event for independent companies and distributors in the sound recording industry.

LAS VEGAS, NEVADA— January 21-24, 2002— The **National Association of TV Programming Executives (NATPE)** is the largest programming market in North America, and includes panel discussions, media demonstrations, and networking opportunities.

MUMBAI, INDIA — January 21-26, 2002 — **ELECRAMA** is the largest exhibition of electrical, professional electronics and allied products in Asia and the Middle East. The show covers a broad range of products, components and systems, with the exception of entertainment electronics.

BANGALORE, INDIA — January 29-February 1, 2002— **Componex/ElectronicIndia 2002**, the 7th International Conference and Exhibition of Electronic Components, Materials and Production Equipment, will be held in India's Silicon Valley, and will feature the latest products in the electronics sector. The 2001 event

drew 254 exhibitors from 24 countries and 19,000 trade professionals.

GENEVA, SWITZERLAND — January 30-31, 2002— **International Aid and Trade Europe 2002** is a conference and trade show on the provision of emergency relief and development aid. The theme will be "The Changing Nature of Aid: Response, Rehabilitation and Development" with a special focus on Europe and Central Asia.

SAINT JOHN, NEW BRUNSWICK — January 31-February 3, 2002 — The **East Coast Music Awards** draw music industry professionals from the East Coast, across Canada, the United States and Europe.

CANNES, FRANCE — February 4-8, 2002— **MILIA** is the leading international multimedia exhibition and conference for next-generation interactive content across all delivery platforms.

NEW YORK, NEW YORK — February 6-10, 2002— The **Armory Show** is a continuing visual arts tradition commemorating the groundbreaking **Armory Show** of 1913.

BERLIN, GERMANY — February 6-17, 2002— **Berlinale** is one of the most important film festivals in Europe, and the **European Film Market** attracts producers and distributors as well as those active video and television sales and acquisitions.

SANTA MONICA, CALIFORNIA — February 20-27, 2002— The **American Film Market** is the largest motion picture trade event in the world.

SEOUL, KOREA — February 26-March 1, 2002 — **ExpoComm 2002** is the major telecommunications show in

Korea, and is expected to attract over 500 companies from 40 countries and more than 60,000 visitors. Korea's wireless sector is booming, and the country holds the record for the highest broadband Internet penetration rate in the world.

TORONTO, ONTARIO — February 28-March 3, 2002— **Canadian Music Week** is Canada's major sound recording industry event, with increasing participation from leading international industry professionals.

MONTREAL, QUEBEC— March 5-6, 2002 — The **International Building and Design Show** is the only trade event in Canada exclusively for industry professionals and foreign buyers. The Show features all the major sectors of design plus residential, commercial and industrial construction, including building/housing systems and technology, doors and windows, furnishings, environment, healthy materials and renovation.

ROTORUA, NEW ZEALAND — March 12-16, 2002 — The **Forest Industries International Conference and Exhibition** is New Zealand's largest forest industry event. New Zealand is becoming an international forestry leader and will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

LONDON, ENGLAND — March 17-19, 2002 — The **London Book Fair** is a major feature of the international publishing calendar, and attracts more visitors and exhibitors each year.

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

Continued on page 16 – Upcoming

Upcoming trade shows and conferences

— Continued from page 15

TEL AVIV, ISRAEL — March 19-21, 2002 — **Bio-Tech Israel 2002, National Biotechnology Week, Conference and Exhibition** — The Canadian Embassy in Tel Aviv, in co-operation with Technology Partnership Canada and Industry Canada, is planning a number of activities in conjunction with this event including a partnering event for Canadian biotech companies with Israeli counterparts.

LONDON, U.K. — April 5-6, 2002 — **The British and International Franchise Exhibition** focuses on quality franchisors accredited by the British Franchise Association. As well as face-to-face meetings with franchisors, visitors will have the opportunity to obtain free advice from leading banks, solicitors and franchise consultants.

CAIRO, EGYPT — April 9-11, 2002 — **Middle East and Africa Ports and Maritime Exhibition and Conference** — will showcase technological advancements in the ports and maritime transport sector, and is expected to be regarded as one of the leading events of its kind. The event coincides with substantial investment and major reforms in the Middle East and Africa, as well as the Egyptian government's plans to build new ports and modernize existing ports.

BOLOGNA, ITALY — April 10-13, 2002 — **The Bologna Children's Book Fair** is the major international event in children's publishing.

GLASGOW, SCOTLAND — April 18-20, 2002 — **Aquaculture International 2002** covers all aspects of cold water aquaculture, including salmon and shellfish, and will feature exhibits of all types of equipment and services for this industry.

SYDNEY, AUSTRALIA — May 28-30, 2002 — **CeBIT Australia** is Australia's premier information and communications technologies (ICT) exhibition and conference. Based on **CeBIT Hannover**, **CeBIT Australia** is expected to draw more than 12,000 visitors including decision makers involved in specifying, recommending or approving the purchase of ICT.

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

HONG KONG — June 11-14, 2002 — **The 10th Asian International Electrical,**

Electronic Engineering, Lighting Technology, Ventilation and Heating, and Refrigeration Show, Asian Elenex 2002, is the region's leading international electrical engineering show, and highlights all aspects of building and infrastructure projects. This year the show's focus will be on automation.

The 7th Asian International Security, Safety and Fire Protection Show and Conference, **Asian Securitex 2002**, will be held in conjunction with **Asian Elenex**. It is the region's leading international security show, and links the latest high-tech electronics with the newest developments in building-related technologies. In the wake of September 11, the interest should be even stronger.

SINGAPORE — June 17-21, 2002 — "Beyond broadcasting... worldcasting" is the theme for **BroadcastAsia 2002**, the 8th Asian Broadcast and Multimedia Technology Exhibition and Conference. Canadian exhibitors will benefit from a marketing support program delivered by DFAIT, Canadian Heritage, and Industry Canada under Trade Team Canada Inc.—Information and Communications Technologies.

BroadcastAsia 2002 will be held in conjunction with **CommunicAsia 2002 (June 18-21, 2002)**, the 14th Asian International Communications and Information Technology Exhibition and Conference, and Asia's largest telecommunications and information technology event. Last year's event drew 2,400 participating companies and 48,000 visitors. 🍁

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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