



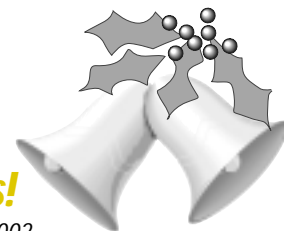
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**Season's Greetings!**

Next issue will be January 15, 2002



## Embassy helps Toronto-based computer company Xploring the U.A.E.

*It's just as well Xplore TechnologyR Corp. president and CEO Brian Groh doesn't always believe "it's too good to be true." If he did, his customers might not have received computers tailor-made to their needs and specifications. And Xplore would not have experienced its phenomenal 500% year-over-year increase in sales thanks to its computers' instant popularity.*

Now a Toronto-based leader in the rugged mobile computing industry, Xplore stands to match, or exceed,  
*Continued on page 16 – Xploring*



*Xplore's rugged mobile, wireless pen-based computer system in action.*

## Tips for Canadian exporters

### Supplying international disaster relief

*by Louis Poliquin, a Canadian international procurement consultant based in Washington for DFAIT's Export Financing Division*

*Modern high-tech gadgets can warn us of impending hurricanes, tsunamis, floods or earthquakes, but these devices are powerless to repair the damage caused by these cataclysmic events or by global conflict. No product yet devised can match the capacity of our international aid network to mitigate disaster and alleviate the resulting human suffering.*

We may not know where or when the next disaster will strike, but we can take comfort in the certainty that governments and the international aid community are ready to take immediate, concerted action. They are standing by, prepared to send pre-identified and pre-positioned supplies into a crisis situation, with

*Continued on page 3 – Disaster*



# International Business Opportunities Centre

## JORDAN — Switching Gear, Capacitor Banks and Ancillary Equipment —

The National Electric Power Company (NEPCO) is calling for tenders (tender no. 23/2001) for turnkey solutions at Amman North, Amman South and Qatrana 400/132/33 kV substations, to be carried out under a single contract.

At Amman North: (a) extension to existing 400-kV capacity by addition of a new diameter with two bays and three circuit breakers (2,500 A 1-1/2 open terminal); (b) construction of a new 15-switch bay, double-bus bar type GIS 132 kV, 2,500 A substation; (c) 2 x 20 MVAR 33-kV capacitor banks.

At Qatrana: (a) construction of a new three-diameter 400-kV substation, each diameter having two bays with three circuit breakers (2,500 A 1-1/2 open terminal); (b) extension of the existing 132-kV open-terminal double-bus bar substation to accommodate two incoming transformer circuits; (c) 4 x 20 MVAR 33-kV capacitor banks.

At Amman South: supply and installation of 2 x 20 MVAR 33-kV capacitor banks.

Scope of the work includes design, manufacture, factory testing, packing, on-site delivery and off loading, installation, relevant civil and electro-mechanical engineering work, commissioning and warranty. Cost of bid documents: US\$2,000. Tender security: JD650,000 [C\$1.00 = 0.442 Jordan Dinars] bank guarantee for 180 days from the tender closing date. Closing date: **January 15, 2002**. For bid documents, contact M. Azzam, Managing Director, Procurement Dept., National Electric Power Company, Zahran Street, 7th Circle, Jabal Amman, P.O. Box 2310, Amman, Jordan, 11181, tel.: (011-962-6) 585-8615, fax: (011-962-6) 581-8336. Contact Hala Helou, Senior Commercial Officer, fax: (011-962-2) 567-3088, e-mail: [hala.helou@dfait-maeci.gc.ca](mailto:hala.helou@dfait-maeci.gc.ca) quoting case no. **011025-04854**. (*Notice received from the Canadian Embassy in Amman.*)

**GUYANA — Guyana Hydroelectric Power Generation and Utilization —** Trinidad-based ENMAN Services Limited will be leading a consortium of major international companies in the development of a US\$1-billion hydroelectric power plant on the Mazaruni River and is seeking

Canadian partners to join in the project.

For more information, visit the ENMAN Web site at [www.enman-group.com](http://www.enman-group.com) Contact Tom Bearss, Counsellor (Commercial), Canadian High Commission in Trinidad and Tobago, fax: (1-868) 628-2576, e-mail: [tom.bearss@dfait-maeci.gc.ca](mailto:tom.bearss@dfait-maeci.gc.ca) quoting case no. **010810-03787**. (*Notice received from the Canadian High Commission in Trinidad and Tobago.*) 🌟

*IBOC trade opportunities — find out more at [www.iboc.gc.ca](http://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](http://www.iboc.gc.ca) (particularly our E-Leads® and Web-Leads®).

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— Continued from page 1

the utmost speed and efficiency.

The humanitarian aid business is a highly specialized one, but the keys to success are the same as for any business: being in the right place at the right time, and thoroughly understanding the clients' needs. This report introduces Canadian exporters to the aid business, and offers practical guidance for positioning their products in the international aid delivery system.

**Defining disaster relief**

Disaster relief is a broad concept, encompassing assistance to survivors of natural disasters (e.g. earthquakes and floods) and complex emergencies (e.g. violent conflicts), as well as the resources needed for reconstruction. It involves the cooperation of six UN agencies, 200 international non-governmental organizations (NGOs) and governments from around the world. Unofficial figures place the value of the aid market at US\$4 billion, with 60-70% of that money spent close to the disaster regions themselves.

**Cash or goods?**

Experience has taught the international aid community a basic lesson: making financial contributions to well-established relief agencies is often the fastest and most efficient way to help the greatest number of people. Cash gives aid organizations the flexibility to purchase standardized goods, to get volume discounts and to choose where they buy. In the end, they are concerned with stretching relief dollars and will often purchase local goods because it is faster and cheaper to do so and boosts the battered local economy.

**Canada's response**

Canadian companies wishing to sell their goods or services to the international aid system can start by contacting the Department of Foreign Affairs and International Trade (DFAIT), the Department of National Defence (DND), the Canadian International Development Agency (CIDA) and

Canada's NGOs. Each plays a role in mitigating the effects of a disaster.

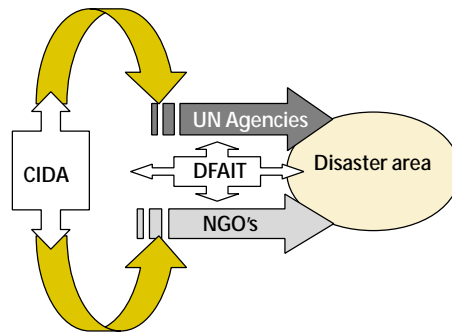
- **DFAIT** ([www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)) — receives situation updates from Canadian embassies and consulates which the Foreign Affairs Minister uses to compose a response on behalf of the Government of

post their procurement requirements on-line using the MERX ([www.merx.cebra.com/](http://www.merx.cebra.com/)) system, a Public Works and Government Services Canada procurement tool.

- **Canadian NGOs** — The NGO community is a large and disparate

# Disaster relief

Canada. The department also acts as a liaison between workers in the disaster area, the media and the community. The department does not purchase any equipment or supplies directly.



- **IFinet** ([www.infoexport.gc.ca/ifinet](http://www.infoexport.gc.ca/ifinet)) is a Web site maintained by DFAIT's Export Financing Division providing information on procurement that is financed by International Financial Institutions and United Nations agencies which the Trade Commissioner Service can help you pursue.
- **CIDA** ([www.acdi-cida.gc.ca](http://www.acdi-cida.gc.ca)) — delivers funding (including funds for food assistance) to international NGOs working in the disaster area. The agency does not purchase any equipment or supplies directly.
- **DND** — deploys an emergency response team or air transports humanitarian relief items at the request of the Government of Canada and other agencies. They

group of non-profit organizations, many of which are part of a worldwide network.

In an emergency, most international NGOs based in Canada, such as the **Canadian Red Cross** ([www.redcross.ca](http://www.redcross.ca)), **Care Canada** ([www.care.ca](http://www.care.ca)) and **World Vision Canada** ([www.worldvision.ca](http://www.worldvision.ca)), will route proceeds from their fundraising activities to a central procurement branch which purchases necessary items. All of these NGOs are prepared to purchase Canadian goods and services wherever possible.

The second installment of this report examines the aid business further, discussing methods of procurement and introducing various international aid organizations.

**For more information**, contact DFAIT's Export Financing Division's IFI Unit, tel.: (613) 995-7251, e-mail: [ifinet@dfait-maeci.gc.ca](mailto:ifinet@dfait-maeci.gc.ca) 🌟

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "International Financial Institutions")

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# FRANCE

# The Book Pu

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**



After four years of decline, the book market in France stabilized in 1999 at a value of \$3.3 billion. According to the Syndicat National de l'Édition, France's National Publishing Union, book sales in 2000 increased by an estimated 6% over 1999.

### Market Trends

The best-selling book genre in 1999 was general literature. This category generated \$615.7 million and represented almost 30% of the total number of books sold that year. Children's books followed with about 18% of the total book sales in France. Success in this sector is due to the evolution of the paperback format for children's books and the continuing development of new graphics and design, including pop-up and musical books. Comic books are also widely read in this market. Both the children's and comic book sectors are expected to experience strong growth as publishers focus on value-added products.

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# ublishing Market

## Opportunities

The sale of foreign translation rights is the most effective way to successfully

## Market Access Issues

The potential barriers to this market can be minimized with careful market

Canadian publishers are encouraged to enlist the services of an experienced literary agent to introduce new books to the French market.

### Book Sales by Sector – 1999

Genre	Market Value (\$ millions)	% of Market Value	% of Total Books Sold
Education	515.5	15.5	16.2
Science/technical	580.7	16.8	7
Religion	58.7	1.8	1.7
Spiritual/occult	13.9	0.4	0.4
Encyclopedias and dictionaries	386.6	11.7	2.6
General literature	615.7	18.6	28.7
Current affairs	79.5	2.4	1.8
Art	151.1	4.6	2.1
Children's books	293.1	8.8	17.6
Comic books	134.7	4.1	4.1
Directories (e.g., telephone books)	27.9	0.8	0.5
Practical books	484	14.6	17
Other	1.9	0.1	0.1
<b>Total</b>	<b>3343.3</b>	<b>100</b>	<b>100</b>

Source: Syndicat National de l'Edition. *Statistiques France 1999, 2000*

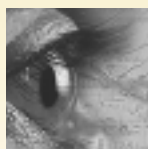
The success of a published work in France highly depends on effective advertising and marketing. Foreign publishing houses should expect to make substantial financial commitments toward marketing their authors in France. Foreign publishing firms should also expect to invest three to five years of research and marketing before experiencing any success in this market.

### See Potential?

To learn more about this market, read *The Book Publishing Market* 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](http://www.infoexport.gc.ca)

penetrate France's book publishing market. Translations are very strong in France, and the translations that sell best are those that originate in the English language. In 1999, almost 70% of translation rights acquired by leading publishers were English-language books (969 titles out of 1090). Canadian authors, such as Margaret Atwood and Robertson Davies, have had enormous success selling French translations of their works in the French market. The new title output in fiction for 2001 is expected to consist of English-language translations.



research and exploration, sensitivity to local conditions and requirements, extensive work on costs and pricing, and good follow-up. Legal representation is strongly recommended for Canadian publishers looking to sell foreign rights to French publishers.

The French market is very discerning and is heavily influenced by brand loyalty.

*Back on firm ground*

# The construction sector in Switzerland

**B**oom times are back again for the Swiss construction industry after a decade during which 800 construction companies closed their doors and the number of jobs in the core sector fell from 166,000 to 96,000. Now, supported by growing private and public sector investment, the construction industry in Switzerland is on a firm footing once more.

## Market overview

Following a lingering depression that lasted almost a decade and saw housing starts and construction projects exceed demand, the construction industry in Switzerland is building again. Since mid-1999, consumers have begun to spend more and the core construction sector has generated an estimated annual turnover of 14 billion Swiss francs (Sfr) [C\$1.00 = 1.036 Sfr], or closer to 20 billion Sfr including sub-trades. The public sector (federal, cantonal and municipal) is spending again too, pouring money into major infrastructure projects, such as airport expansions and upgrades to railways and highways.

Two trends are worth noting. First, investment into below-ground projects such as tunnels has increased from 33% to 47% over the last decade, and second, civil engineering-related activities are becoming more important.

## Rent or renovate

Switzerland has one of the world's lowest rates of private home ownership, and with good reason: Swiss real estate is extremely expensive and Swiss banks require purchasers to make a 20% down payment on a house. With a three-bedroom home costing anywhere between 0.5 and 1.0 million Sfr, renting is often the only remaining alternative.

The average Swiss home owner is not particularly mobile and likes to settle down, preferring home renovation to relocation. Considering that 33% of all construction activity in the private sector (and 55% in the public sector) can be attributed to upgrading Switzerland's aging buildings, a mini-boom can be expected in the do-it-yourself (DIY) market. Large DIY retail markets are in all major Swiss cities, catering to home owners who prefer to tackle minor renovations themselves.



## Opportunities

Opportunities exist for competitively priced, high-quality niche products in all sub-sectors. Specialities of interest include timberframe construction, density boards, inner- and outer-panelling, window frames (e.g. hemlock), garage doors, staircases, construction chemicals, prefabricated houses and log homes, insulation and energy conservation technologies, and equipment used for civil engineering, geophysical measurement and exploration.

## Market access considerations

The typical Swiss building, whether commercial, industrial or residential, is built to last. It is a very solid structure, with all-brick walls and a concrete

basement, constructed using high-quality building, insulation and roofing materials. Construction standards are high because the average Swiss home-owner, who tends to "stay put", expects this quality.

While not essential, a local partner firm can come in handy when it comes to understanding and anticipating customer needs.

Public tenders for federal, cantonal and municipal projects are published daily in the *Schweizerisches Handelsamtsblatt* (SHAB). SHAB also publishes calls for tenders for projects abroad.

Although Switzerland is not a member of the EU, it has adopted most of the EU's standards and regulations and, thanks to recent bilateral agreements, enjoys almost full access to the Union.

## Major competition

Competition arises mainly from Swiss firms and from other European countries, primarily Germany. Calls for tenders are, however, open to any qualified bidders.

## Trade shows

Trade shows are an excellent way for Canadian companies to evaluate market potential, identify partners and build relationships in the Swiss construction market. **Swissbau** ([www.swissbau.ch](http://www.swissbau.ch)), one of Europe's leading construction industry events, takes place annually in **Basel** and focuses on different sub-sectors each year.

Other popular trade shows in the industry include **BAU** ([www.bau-muenchen.de](http://www.bau-muenchen.de)) in **Munich** and **BATIMAT** ([www.batimat.com](http://www.batimat.com)) in **Paris**.

**For more information**, contact Werner Naef, Commercial Officer, Canadian Embassy, Bern, tel.: (011-41-31) 357-3206, fax: (011-41-31) 357-3210, e-mail: [werner.naef@dfait-maeci.gc.ca](mailto:werner.naef@dfait-maeci.gc.ca) Web site: [www.canada-ambassade.ch](http://www.canada-ambassade.ch) and [www.infoexport.gc.ca/ch](http://www.infoexport.gc.ca/ch) 🍁

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



**T**he Romanian aerospace industry is a global supplier of products and services, ranging from civil and military aircraft and helicopters, to engines, under-carriages and hydraulic and electronic equipment. With the demise of the former communist bloc, Romanian companies in the aerospace and defence sector are looking to regroup. They now welcome alliances with overseas partners to help launch new programs — and keep them aloft.

At present, the aerospace industry in Romania comprises 11 joint-stock companies and employs well over 13,000 workers. The country's aerospace and defence capabilities span everything from R&D, manufacturing, assembly, avionics integration, maintenance, repair and overhaul (MRO), to flight testing, certification and customer support.

The sector exports 40% of its output, which amounts to goods and services valued at US\$100 million. Destination markets include the U.A.E., Vietnam, India, Pakistan, Sudan, Angola, Ecuador, Hungary, the U.K., Germany, Belgium, France, Italy, the U.S., Israel, China, Australia, Canada and South Africa.

At present, the domestic market for aerospace and defence equipment is small, but the decision by Romania and Bulgaria to join NATO will spur defence spending in both of these countries to meet the mandatory requirements of the organization.

On the civil aviation side, TAROM, Romania's national airline, now operates a fleet of Airbus and ATR aircraft and will likely be privatized by the end of 2001. Several attempts over the last few years to privatize other major Romanian companies such as Turbomecanica, Romaero and IAR S.A. Brasov have failed. However, Eurocopter and IAR are in the process of forming Eurocopter-Romania, with Eurocopter holding 51% of the stock in the new company. Bombardier, Spar Aerospace and Intelcan are involved in the market as well.

### Five stars in Romanian aerospace

The following companies are industry leaders in Romanian aerospace.

**AEROSTAR S.A.** — Established in 1953 as an aircraft repair base for the Romanian Air Force, this ISO 9001-certified, joint-stock company is now listed on the Bucharest Stock Exchange. Strategic alliances with

in cooperation with Britten-Norman and BAC 1-11s in cooperation with British Aerospace. The company is now focusing on aircraft manufacturers in the West, and has become an important subcontractor for companies such as Boeing, Bombardier, I.A.I., British Aerospace and Britten-Norman.

# The aerospace sector in Romania

foreign partners such as A-E Electronics S.A. and Aerothom Electronics S.A. show the company means business and is looking for access to advanced technologies.

**AVIOANE CRAIOVA S.A.** — Established in 1972, this ISO9001-certified company is one of Romania's major suppliers of products and services for military and civil aircraft.

**IAR S.A. BRASOV** — Established in 1925, this ISO 9000-certified company was fully modernized in 1968 to supply western European companies such as Aerospatiale and Britten-Norman. Since 1970, the company has become the sole Romanian manufacturer of both military and commercial helicopters.

The company has recently partnered with the French-German consortium Eurocopter to form Eurocopter-Romania. A potential first contract for the new company could be a two-to-three year deal with the U.A.E. to sell ten new AS-330 Puma transport helicopters and upgrade 15 more.

**ROMAERO S.A.** — With 75 years of experience in the aircraft industry, the company has operated as a major aircraft maintenance and repair base since the Second World War.

Since the early '70s, the company has been manufacturing BN-2 Islanders

**TURBOMECANICA S.A.** — Established in 1975, the company manufactures aircraft engines and dynamic systems for helicopters to the highest technical standards. It was the first Romanian company to be granted ISO 9002 certification.

### OPIAR

**OPIAR**, [Romanian Aeronautical Employers' Organization] a non-profit, non-governmental organization, was established in 1998 to support and protect the interests of its member companies in the Romanian aeronautical industry. OPIAR functions as a liaison between its members and unions, state representatives, and legislative and governmental bodies. The organization is active in developing policies that foster cooperation and ensure that Romanian companies remain competitive in the new global economy.

**For more information**, contact Corina Stanescu, Commercial Assistant, Canadian Embassy, Bucharest, tel.: (011-40-1) 307-5093, fax: (011-40-1) 307-5015, e-mail: [corina.stanescu@dfait-maeci.gc.ca](mailto:corina.stanescu@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/bucharest](http://www.dfait-maeci.gc.ca/bucharest) 🌟

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# CCC : U.S. Government business opportunities

From a presentation by Judy Bradt, Director of Business Development (Aerospace, Defence and Information Technology), Canadian Embassy, Washington, D.C. at a special **Canadian Commercial Corporation** seminar on Doing Business with the U.S. Government held in Montreal last November.

**T**he United States federal government is the world's largest customer, with an annual budget for acquisition contracts alone of US\$200 billion — larger than the total spending of some countries.

Three key factors combine to create an ideal environment for conducting business with the U.S. federal government: Canadian supply and capability; U.S. government demand; and coverage by trade agreements, which means that Canadian goods and services can compete on an equal basis with those of American competitors.

## Follow the money

One of the good things about selling to the government is that public funds are involved and buyers must therefore make purchasing information available to the public. Through the Federal Procurement Data Center ([www.fpdc.gov](http://www.fpdc.gov)), you can find data on past contracts, free of charge, including who spent the money, what they spent it on, who they are, when is the contract going to be let, and so on.

## Strategies for buyers

It is important for buyers to understand the range of business options available to the public. Invitations for bid are becoming less common and relate to situations with strict binding requirements for commercial items. On the other hand, requests for proposal are more elaborate and involve a special kind of negotiated contract called the General Services Administration (GSA) schedule contract, similar to a Master Standing Offer, which sets the central

terms and conditions under which vendors are able to offer their goods and services.

## On-line and front line

It is important to research opportunities thoroughly through Web sites and other methods. But once you have done your homework the most effective method of marketing your products and services is still face to face.

## Key points of contact

**FirstGov.gov** is your starting point and will bring you to the front door of the U.S. federal government. This site includes links to all federal departments and independent agencies. It tells you what they are, what they do, how they are organized, where to find potential customers and what their needs are.

**FedBizOpps.gov** is the mandatory site for all federal agency solicitations. As of January 1, 2002, this site will replace the *Commerce Business Daily* and is where every U.S. government department and agency must post its bid notices for every opportunity over US\$25,000. FedBizOpps also allows you to set up a profile so you can choose the goods and services about which you would like to be notified when there is a solicitation offer.

The Canadian Commercial Corporation's (CCC) **U.S. Bid Matching Service** ([www.ccc.ca](http://www.ccc.ca)) surveys all of the solicitations posted on FedBizOpps and removes everything that is not covered under the NAFTA so you can access only those opportunities without restrictions.

**DoDBizOpps.com** is an example of an individual agency site that not

## 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](mailto:info@ccc.ca) Web site: [www.ccc.ca](http://www.ccc.ca)

only posts opportunities but provides information about doing business with that specific agency.

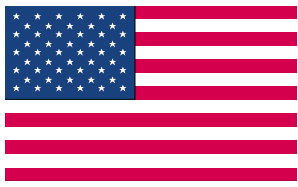
**ARNet.gov** (Acquisition Reform Network) is your acquisition library. It has links to the FPDC and information about acquisition regulations and details you will need to know at all stages of the bidding process.

**Federal Acquisition Regulations** (FAR) are structured in 53 parts, a number of which are very important to guide you through the various stages of selling to the U.S. federal government. Part 25 deals with foreign acquisition and provides information about products and services covered under the NAFTA or that fall under certain requirements of the Buy American Act.

The **Canadian Trade Commissioner Service** and **Team Canada Inc** ([www.infoexport.gc.ca](http://www.infoexport.gc.ca) and [www.exportsource.gc.ca](http://www.exportsource.gc.ca)) provide information about export services and programs available to you.

Other links on doing business with the U.S. federal government are posted on the CCC Web site, [www.ccc.ca](http://www.ccc.ca) 🌟





# 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](mailto: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.

*Revolutionary security software*

## Electramedia wins COMDEX award

**M**r. Canoehead lives. Former Frantics Comedy Troupe member Paul Chato — “Canada’s aluminum-headed crime-fighter” of the 1980s — is now president of G + A Electramedia, a leading Toronto-based Web design and development company. But he can’t seem to suppress his talent for fighting crime – now cybercrime, of course. This November, exhibiting in the Canada Pavilion at COMDEX Fall 2001, G + A Electramedia unveiled its revolutionary security software, AccessArmor™ — and then went on to snag the Best of COMDEX award for Best Security Product.

The Best of COMDEX awards recognize the most innovative and influential products and technologies introduced at COMDEX Fall. Electramedia’s award is thus a major coup for this small (50-employee) firm, which had never before exhibited at any trade show, let alone COMDEX, the largest and most influential information technology (IT) trade fair in the Americas.

G + A Electramedia, a strategic alliance of new media development company Electramedia and leading branding and identity firm Toronto-based **Gottschalk + Ash**, is a pioneer in database-driven, thin-client Web-based applications. With offices in Toronto, Montreal and Zurich, the company conducts business in Canada, Hong Kong, Germany and the United States and counts Mercedes-Benz

Canada, DaimlerChrysler, Bell Mobility, and Ernst & Young among its many prestigious clients.

### Ever-changing password ensures security

The company’s latest product, AccessArmor™, is the world’s first managed secure password authentication service for Internet users. It ensures Web security by replacing the static ID and password log-on process with a revolutionary technology. “Most hackers work by stealing existing passwords,” explains Chato. “So we’ve come up with a system that randomly generates a new password every time you use it. You enter your PIN number into our program, which generates a secure password that you then copy into the password field on the Internet. It’s just one extra step.”

Electramedia was all ready to launch AccessArmor™ when it received a call about COMDEX from the Department of Foreign Affairs and International Trade (DFAIT). “It was perfect timing,” says Chato. “The beauty of a show like COMDEX is that you’re going to meet a highly focused, highly targeted audience.”



G + A Electramedia President, Paul Chato holding the Best of COMDEX prize.

That audience includes IT decision makers from around the world. As Pat Fera, Trade Commissioner with DFAIT’s U.S. Business Development Division, explains, “If you’re looking for exposure, COMDEX Fall, held every November in Las Vegas, is the place to go.” He recites impressive figures from COMDEX Fall 2000: 2,500 exhibitors, 3,500 media representatives and over 200,000 attendees.

### Fewer numbers, larger commitment

With the recent economic downturn, registrations were down for COMDEX

*Continued on page 13 – Electramedia*

Check the **Business Section of the Canada-U.S. Relations Web site** at [www.can-am.gc.ca](http://www.can-am.gc.ca) ... for valuable information on doing business in and with the United States.

# A message to the Canadian business community

## From the Minister for International Trade

### Pierre Pettigrew



Minister for International Trade,  
Pierre Pettigrew

*The September 11 attacks on New York City and Washington, D.C. have had a profound impact on North American security, the Canada–U.S. border and, by extension, on our trade relationship with the United States, our most important trading partner.*

*In light of these new realities, we must be more vigilant than ever in ensuring the security and integrity of our common border. In recent weeks, Canada has taken several steps to secure the flow of bilateral trade, and we continue to work closely with U.S. authorities to develop effective ways to implement these.*

*An important priority for Canada is to share this strong commitment to action with our U.S. partners, both in government and business, so that they fully understand what we are doing to achieve our common goal, a secure and open border. As Canadian businesspeople, you can make a significant contribution to this effort by informing your American business partners and clients about Canada's initiatives to improve the flow of goods and people across the border.*

*To help you get these messages across, and to make sure that you have the essential facts you need when faced with questions about Canada's actions since September 11, we have prepared an information sheet "The Canada-U.S. Border: Secure and Open to Trade" (see opposite).*

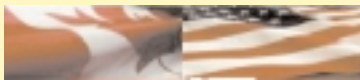
*This information sheet has been designed in such a way that it can be used as a convenient handout at business meetings, trade shows or other events. Additional copies are available from the United States Relations Division of the Department of Foreign Affairs and International Trade at (613) 944-7960, or can be downloaded from the Business Development page of the Canada-U.S. Relations Web site (<http://www.can-am.gc.ca>).*

*These are challenging times — quite unlike anything we have ever experienced before. But Canada and the United States share the most important, the most successful and the most dynamic trading relationship in the world, and that does not change. We will cope together with temporary slowdowns, whether they are in the world economy or our own border traffic, and will overcome problems together, as we have in the past.*

*As Minister for International Trade, I invite you to be part of this collective effort to help Canada — and therefore each one of us — remain competitive and prosperous.*

*Should you have any questions or concerns, please don't hesitate to call (613) 944-7960.*

*Together we shall succeed.*



# THE CANADA–U.S. BORDER: SECURE AND OPEN TO TRADE

## ALL DAY, EVERY DAY

- The Canada-U.S. border has been open every day and all day since September 11. Contrary to some media coverage, the border was *never* closed.
- Traffic flows are somewhat lower than pre-September 11, but occasional border delays still occur, especially at major ports of entry in Southern Ontario and British Columbia.
- Border wait times are updated every four hours and can be checked on the Internet at [www.ccr-aadrc.gc.ca/customs/general/times/menu-e.html](http://www.ccr-aadrc.gc.ca/customs/general/times/menu-e.html)
- On both sides of the border, extraordinary measures have been put in place to deal with the delays resulting from the heightened level of vigilance.
- Canadian and U.S. agencies working at the border have increased the use of overtime and part-time staff, cancelled leave and reassigned resources from less critical activities to ensure security at the border and the continued flow of legitimate travellers and goods.

## TOWARD A SMARTER BORDER

- The Canadian government has provided US\$65 million to Canada Customs to proceed rapidly with the implementation of new risk-based initiatives. This will be used for new technology to enhance sharing of intelligence information, screening procedures for front-line officers at the border, and the hiring of additional customs officers.
- Canada is committed to looking at different technologies to develop a “smart border” that would fast track the flow of legitimate travellers.
- Several initiatives are under way to create more effective and enhanced monitoring at the Canada-U.S. border ports of entry. These include joint immigration-security interviews, the use of more advanced information technology, including electronic passport scanners and licence plate readers, and improved Canada-U.S. information exchanges.
- Legislation being considered by Parliament includes measures for the expedited processing of shipments coming into Canada by preapproved, low-risk businesses.
- Canada Customs has co-operated closely with U.S. Customs, even performing export checks on trucks leaving Canada to assist in reducing delays.





# THE BORDER

## SECURE AND SEAMLESS

- In response to the attacks on the United States, Canada has acted vigorously to counter the terrorist threat and to enhance security not only domestically but also at ports of entry, including the land border and abroad.
- Prime Minister Chrétien has established an ad hoc Committee of Cabinet Ministers on Public Security and Anti-Terrorism, chaired by Foreign Affairs Minister John Manley. It is reviewing policies, legislation, regulations and programs across government to adjust all aspects of Canada's public security approach to new realities.
- An immediate result is Canada's Anti-Terrorism Plan (Bill C-36), which has four objectives:
  - > **prevent terrorists from getting into Canada and protect Canadians from terrorist acts;**
  - > **bring forward tools to identify, prosecute, convict and punish terrorists;**
  - > **work with the international community to bring terrorists to justice and address root causes of violence; and**
  - > **keep the Canada-U.S. border secure and a contributor to economic security.**
- New security measures at airports and the border are being implemented to secure trade and travel between Canada and the United States.
- Immigration and refugee procedures are being tightened and new measures instituted to upgrade security at ports of entry.
- Canadian law enforcement agencies are continuing to collaborate closely with U.S. authorities in the investigation of the terrorist attacks.
- Canadian Ministers have met their U.S. counterparts and Homeland Defense Director Ridge to emphasize the critical importance of finding immediate solutions that would improve traffic flow at our borders.

## A SPECIAL TRADE RELATIONSHIP

- The Canada-U.S. border is a potent symbol of the interdependence and enduring partnership between our countries.
- The spirit of cooperation between us has produced tremendous benefits to both nations. Together we have built a trading relationship that is unique in its scope and scale, and which now generates more than US\$475 billion dollars a year in two-way trade.
- A secure flow of goods and people across the border is crucial for the economic prosperity of both countries. Millions of jobs, on both sides of the border, depend on trade and the continued integration of our two economies.
- Both Prime Minister Chrétien and President Bush have said that the movement of goods and services across our border should be normalized as soon as possible.

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For more information on the Canadian Government's initiatives at the border, visit these sites:

Government of Canada Fighting Terrorism [http://canada.gc.ca/wire/2001/09/110901-US\\_e.html](http://canada.gc.ca/wire/2001/09/110901-US_e.html)  
Department of Foreign Affairs & International Trade [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)  
Canada Customs & Revenue [www.ccr-aadrc.gc.ca/customs/general/measure](http://www.ccr-aadrc.gc.ca/customs/general/measure)

— Continued from page 9

Fall 2001. But that didn't scare off Electramedia — in fact, the reverse. "We realized a lot of our competitors wouldn't be there because people are pulling back on their budgets. We decided this was an opportunity — to advance rather than retreat, especially with our product to unveil. And those who did come were the serious people wanting serious products and willing to make serious commitment."

The fact that Electramedia could exhibit in the Canada Pavilion was also key to its decision. "You're going down with a family of other Canadians," says Chato. "That's really good for newbies like us. The fact that we were totally new to the world's biggest computer show was intimidating. So to be under the wing of the Canadian government was a huge thing for us."

Chato appreciated the location, price, and support provided by the Canada Pavilion. Because the Canadian government has been at

ness but generally the participants are first-timers."

This year, 11 companies (including Electramedia), two municipal economic development agencies, and two provincial government organizations exhibited under the Government of Canada banner. They were: Canada's

*Best of COMDEX award*

# Electramedia

Technology Triangle, **Databeacon Inc.**, **E-CTI Inc.**, the Government of Alberta (with **Alta Terra Ventures Corporation**, **Athabasca University**, **Baseline Technologies Inc.**, and **Web Host Canada**), **Alberta Innovation & Science**, **Alberta's Investment Attraction Branch**, **Lava Computer Mfg. Inc.**, **Navitrak**, the Town of **Richmond Hill** (with **A&L Computer Software Ltd.**) and **Valt-X Technologies**.

on their own. And being a turn-key operation, the Pavilion saves companies from the tremendous amount of logistical detail they would have to deal with on their own. "It was great to have a turn-key booth," says Chato. "Every single one of those things — table, chair, power-source —

is optional, extra cost. All we had to do was arrive with our marketing materials, plug in our laptop and we were set to go."

Says Fera: "If you do your homework in setting up meetings in advance with potential partners or clients, have a good leading-edge product, and are prepared to market yourself to the exhibitors, attendees and media, you can go from being unknown to the darling of the show."

That was certainly the case with Electramedia, whose award announcement caused a crush at the booth. The company was interviewed by TV crews from Korea, China and Japan and received a flood of leads. "Security is the hottest concern in the world," says Chato. "So to be standing with the top executives when the awards were being announced, and then to win in such a hot category, we felt like we were riding a skateboard on a tsunami."

As the tsunami of calls and media attention gathers even more force in the wake of the show, Chato may well be reaching for his trusty old aluminum canoe. But the ride promises to be both smooth and exciting for this dynamic Canadian company.

**For more information**, contact Paul Chato, President, G + A Electramedia, tel.: **(416) 361-6161**, e-mail: **paul@electramedia.com** Web site: **www.electramedia.com** 🌟



G + A Electramedia President, Paul Chato (right), with CIO judge Chris Lindquist at COMDEX Fall 2001 in Las Vegas.

the show for more than 20 years, its pavilion enjoys a high-profile, high-traffic location that most companies could not get on their own. "We're looking for small and medium-sized companies that have not been in the show before, but have some experience in the U.S. already," explains Fera. "We do get some repeat busi-

## **Pavilion provides value-added services**

Companies exhibiting with the Canada Pavilion receive value-added services, such as channel marketing advice, assistance with development of press materials, and a press conference that provides media exposure beyond what they could achieve

**W**hat does a highly adjustable bed have in common with a 3-D color digitizer or a device that holds a laptop computer? The answer is "Canadian innovation" and there was plenty of that on display at this year's *Home Care and Rehabilitation*

*Canadian companies show they care*

# Home Care and Rehabilitation Show

**Show**, held October 24-26, 2001 at Tokyo Big Sight in Japan. The trade section of the Canadian Embassy in Tokyo made use of the Show to support Canadian firms specializing in long-term care products.

The Embassy's trade representatives squeezed extra value into the Show on behalf of 11 Canadian firms (see below), creating a cost-effective and informative program that included on-site product demonstrations, a pre-show visit to a local geriatric facility and a cocktail reception held at the Embassy. Each company had originally planned to attend the Show independently, but thanks to Embassy support they were able to create a solid Canadian presence — at minimal cost — before an audience of potential Japanese business partners.

## Pre-show warm-up

The tour of a geriatric hospital in Sagami-hara on October 22 presented attendees **Broda Seating**, **Vision Wheelchair Seating Systems**, and **Bi-Op Inc.** with a valuable opportunity to assess the market potential for their products in Japan. The Embassy arranged for companies to make presentations at the hospital, a prime example of a Japanese western-style modern facility which focuses on rehabilitation and social interaction between patients.

## Show time

Given Japan's aging population, the long-term care industry in the country represents one market that is sure to grow. Despite the fact that Canadian products are competing with well-known American and Scandinavian

brands, cheaper manufactured goods from southeast Asia and high-tech Japanese products, Embassy reps nevertheless proceeded with their plan to capture the attention of the Japanese. They made the most of the Show's venue by arranging to visit the participating companies and view their product demonstrations, and by encouraging companies to share their business experiences and knowledge.

## And now presenting...

Most of the eleven Canadian participants can attest to the show's success: Here's a peek at their products.

- **Bi-Op Inc.** ([www.bi-op.com](http://www.bi-op.com)) — foot orthotics;
- **InSpeck Inc.** ([www.inspeck.com](http://www.inspeck.com)) — 3-D digitizing system that creates and transmits accurate digital images of a foot, eliminating the need for cumbersome plaster models;
- **Broda Seating** ([www.brodaseating.com](http://www.brodaseating.com)) — specialized chairs and beds for patients suffering from aggressive conditions such as Huntington's disease;
- **Daedalus Technologies Inc.** ([www.daessy.com](http://www.daessy.com)) — wheelchair attachments to support communication devices such as laptop computers and voice synthesizers;
- **Garaventa (Canada) Ltd.** ([www.garaventa.com](http://www.garaventa.com)) — stair lifts;
- **Vision Wheelchair Seating Systems**

**Inc.** — wheelchair cushions, head and neck rests and table assemblies;

- **Carroll Healthcare** ([www.carrollhealthcare.com](http://www.carrollhealthcare.com)) — adjustable beds that can be lowered to 17 cm from the floor;
- **Verg Inc.** ([www.verg.com](http://www.verg.com)) — pressure mapping systems;
- **BHM Medical** ([www.bhm-medical.com](http://www.bhm-medical.com)) — easy-to-use patient lift and transfer systems for home and institutional use;
- **AbsorbPlus** ([www.absorb-plus.com](http://www.absorb-plus.com)) — adult incontinence products;
- **Ackerman International Inc.** — rocker gliders.

## After the show

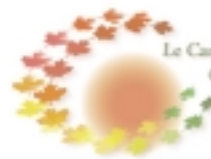
At the end of day, the Embassy arranged yet another demonstration of its support for the industry — a cocktail reception hosted by Minister (Commercial/Economic) Peter Campbell to facilitate networking between the Canadian companies and current or potential Japanese partners. Canadian firms hoping to enter the market were introduced to independent trade consultants and key players in the Japanese industry.

## Encore

The trade section of the Embassy plans to continue working on behalf of Canadian companies, helping them form strong business relationships by connecting them to reliable Japanese representatives. These companies may not be household names today, but with this kind of support — and an aging population — they could well become tomorrow's corporate stars.

**For more information**, contact Sara Wilshaw, Trade Commissioner, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6247, e-mail: [tokyo.htech@dfait-maeci.gc.ca](mailto:tokyo.htech@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/ni-ka/](http://www.dfait-maeci.gc.ca/ni-ka/) or Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2467, fax: (613) 994-2397, e-mail: [jeanpierre.petit@dfait-maeci.gc.ca](mailto:jeanpierre.petit@dfait-maeci.gc.ca) 🌟

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





*If when you imagine Hong Kong, you imagine toy manufacturers, junks, and "knock-off" products, your view is outdated. Those stereotypes may have been true 30 years ago, but they are far from accurate today.*

Hong Kong is a prosperous city of approximately 7 million people, whose economy is based on excellence in the financial and business services sector. For Canadian information and communications technologies (ICT) firms interested in the Asia-Pacific market, Hong Kong is a city which should be pursued for both strategic and market considerations.

### Why choose Hong Kong?

Last year, the slowdown in the ICT sector was both global and painful. One market that has provided sanctuary for beleaguered ICT firms is China. In fact, during the first six months of 2001, Canadian ICT exports to the Mainland rose a whopping 200% compared to the same period in 2000!

Furthermore, China is widely anticipated to continue to be a shining star with ICT development being a priority for Beijing, and with many economists predicting GDP growth rates of 7-8% annually. Market liberalization in ICT with China's accession to the WTO can only be seen to brighten an already glowing situation.

Under the "one country, two systems" approach, Hong Kong offers Canadian firms facilitated access to the China market, along with its traditional advantages of English as an official language, Western business practices, and the "rule of law". Furthermore, Hong Kong with its world-class telecommunications and information technology infrastructure and competitive free market, is often regarded by the Mainland as an excellent test ground for new products. Success in Hong Kong can only facilitate a company's ability to penetrate the Mainland market.

However, Hong Kong should not be viewed solely as a gateway to

China and Asia. Last year, Hong Kong ranked as the third-largest market for Canadian ICT exports, after the United States and the United Kingdom. In 2000, Canada exported some \$481 million worth of ICT goods to Hong Kong, \$100 million of this being re-exported

## Canada's gateway to Asia

# Hong Kong ICT

to China. Canadian firms of all sizes have announced significant contract signings.

### Opportunities

In May, Hong Kong released its new "2001 Digital 21 Strategy: Connecting the World", with the objective of positioning Hong Kong as a leading e-business community and global digital city. Implementation of this Strategy will offer Canadian firms a number of potential opportunities in areas including:

- Internet and Intranet
- E-government
- E-commerce and M-commerce
- Wireless technology
- Broadband
- Computer Telephony Integration
- Multimedia content development
- Digital broadcasting technologies; and
- Outsourcing network support and consulting services

Canadian firms interested in pursuing these opportunities could initially partner with one of the numerous local firms.

### Asia-Pacific trade hub

As the world's 10th-largest trading economy, Hong Kong is Asia-Pacific's premier import/export hub for intra-Asian trade, as well as between East and West. In operations delivery, Hong Kong firms can add value through

their knowledge of source and destination markets.

And for financial excellence, Hong Kong's strengths are legendary! With 265 banking institutions from more than 30 countries, Hong Kong offers all of the ingredients to support

Canadian firms, whether they be pursuing venture capital, or financing complex billion-dollar deals.

### Canadian presence

Hong Kong is home to the largest Canadian business community in Asia with over 100 local or regional Canadian corporate offices. In fact, the Canadian Chamber of Commerce in Hong Kong is the largest outside Canada with over 700 members.

Canadian ICT companies can benefit not only from the expert services of this organization, but also from the active Canadian government presence, including Trade Commissioner services, which are supported by a Memorandum of Understanding on ICT cooperation between Industry Canada and Hong Kong's Information Technology and Broadcasting Bureau.

**For more information**, contact:

- Brian Wong, Canadian Consulate General, Hong Kong, tel.: (011-852-2) 847-7414, e-mail: [brian.wong@dfait-maeci.gc.ca](mailto:brian.wong@dfait-maeci.gc.ca)
- Marcel Belec, DFAIT, tel.: (613) 995-6962, e-mail: [marcel.belec@dfait-maeci.gc.ca](mailto:marcel.belec@dfait-maeci.gc.ca)
- Dale Forbes, Industry Canada, tel.: (613) 990-9092, e-mail: [forbes.dale@ic.gc.ca](mailto:forbes.dale@ic.gc.ca)
- Eric Barker, Industry Canada, tel.: (604) 666-1407, e-mail: [barker.eric@ic.gc.ca](mailto:barker.eric@ic.gc.ca) 🌟

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



— Continued from page 1

that growth with its recent success — a three-year \$300-million contract with a United Arab Emirates (U.A.E.) company introduced to Xplore by the Canadian Embassy in Abu Dhabi.

Unmet customer need was the impetus for the creation of Xplore

GeneSys IIR and RamlineR computer products distributed in more than 30 countries in the Middle East, North Africa and parts of Asia over the next three years.

"The Ambassador was fabulous," says Groh, who had had no previous experience of the Canadian Trade

Consulate were clearly a big help to us — I will definitely be contacting our missions as we expand into other countries."

Taking the time to find out if an opportunity is real is one of Groh's key pieces of advice to other Canadian exporters. "You have to take the time to visit the market and investigate the opportunities. But there's no point in turning over a lot of stones that you don't have to; the commercial officers clearly have the connections and can point you to the right partners."

Groh speaks with the authority of a man who has found an opportunity so good it's true.

**For more information,** contact Brian Groh, President and CEO, Xplore, tel.: (905) 814-9122, toll-free: (888) 252-9757, fax: (905) 814-9124, e-mail: [bgroh@xploretch.com](mailto:bgroh@xploretch.com) Web site: [www.xploretch.com](http://www.xploretch.com) ★

## Embassy helps Toronto-based computer company Xploring the U.A.E.

Technology Corp. in 1996. The need was for a powerful, mobile, wireless, pen-based computer rugged enough to withstand extreme outdoor conditions. The customers are in industries such as public safety, utilities, and field services — anyone that needs a computer while moving around. Working directly with its customers for two years in the lab, Xplore developed its GeneSysR II and RamlineR ruggedized computer systems.

In the past two years, the 66-employee Xplore (Toronto Stock Exchange under TSE:XPL), has penetrated the North American market and has a dedicated focus on expansion in Europe and Asia. "We've had brokers tell us we've accomplished more, faster, than any other company they've ever seen," says Groh.

### Tailor-made help, Embassy style

It seems fitting that a company that has spent the last few years working with its customers to meet their specific needs should find itself on the receiving end of tailor-made assistance. This spring Groh received a call from Emaar Properties PJSC, a Dubai property development and information technology company that had been given Xplore's name by Canada's Ambassador to the U.A.E., Christopher Thomson.

The introduction led to a \$300-million contract, signed in July, which will see 50,000 of Xplore's

Commissioner Service (TCS). "He supplied a lot of information about the company and the country. I also know he did a great deal of work internally to make sure that the right people in Emaar were aware of our company and what we had to offer."

Emaar, a leading property development company in the region, is diversifying to become a major IT presence in the Middle East and beyond. Its chairman, H. E. Mohamed Alabbar, is also Director General of Dubai's Department of Economic Development, whose goal is to develop Dubai and confirm the city as a centre of high technology. "Emaar is helping to expand wireless communications into areas where currently it does not exist," says Groh. "The Commercial officers were absolutely correct — Emaar is a very strong partner for us."

Senior Commercial Officer Fouad Soueid at the Canadian Consulate in Dubai also supplied company and country information to Groh. "Most exporters tend to overlook the Middle East because it's perceived as a difficult place. I was very impressed with the business environment; the U.A.E. government is making it very attractive to foreign investment."

### Converted to benefits of TCS

Groh has also been converted to the benefits of TCS. "With the experience I've had now — the Embassy and



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WIN  
EXPORTS

# Canada wins Best Pavilion at Havana

**C**anada, again this year, had a large presence at the *Havana International Trade Fair (FIHAV)*, held October 28 to November 4, 2001, in which 57 countries participated. Canada's pavilion housed approximately 50 companies, including a delegation from the province of Manitoba.

The third day of the fair was branded Canada Day, when the pavilion was officially opened by the Cuban Minister of Trade Raul de la Nuez and the Canadian Ambassador Michael Small.

Besides providing core Trade Commissioner Service (TCS) services, the Trade Section at the Canadian Embassy in Havana ensured that the pavilion was an excellent representation of Canada as a country and the

Trade Commissioner Service as an organization. The pavilion's attractive design highlighted Canada by featur-



*Left to right: Virginia Ayala, Trade Assistant; Brigette Walenius, Trade Commissioner; Tino Romaguera, Senior Commercial Officer; Francisco Rodriguez, Commercial Officer; Sylvain Fabi, Trade Program Manager; and Alicia Gonzalez, Senior Trade Assistant.*

ing the waving-flag design of the new Government of Canada Web site ([www.canada.gc.ca](http://www.canada.gc.ca)), enlarged photos from the Canada-in-a-suitcase program, and TCS signage ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)). The pavilion turned out so well that FIHAV organizers presented Canada with the award for Best Pavilion.

For more information, contact Brigette Walenius, Trade Commissioner, Canadian Embassy, Havana, tel.: (011-53-7) 204-2516, fax: (011-53-7) 204-2044, e-mail: [havan-td@dfait-maeci.gc.ca](mailto:havan-td@dfait-maeci.gc.ca) 🌟

## Saudi Telecommunications 2002

**RIYADH, SAUDI ARABIA** — February 3-7, 2002 — Held every two years in the largest telecommunications market in the Middle East, **Saudi Telecommunications 2002, the 9th International Telecommunications Exhibition and Conference**, will offer ideal opportunities to showcase the latest technologies. Under the current phase of the Middle East's largest US\$4 billion telecommunications expansion project, demand continues to grow for the full range of communications hardware, software and services. The show will also provide the opportunity to meet the most important

buyers and industry professionals in the Middle East.

The Canadian Embassy in Riyadh is planning to have an information booth as part of a Canadian pavilion. Companies wishing to participate only through the information booth should send a minimum of 100 catalogues/other materials to the Department of Foreign Affairs and International Trade (attention Maher Abou-Guendia or Keri Holtby) by **January 15, 2002**. On the package include the following reference: **TAMS 4216 Saudi Communications 2002**. The Embassy will forward potential leads to companies after the show.

For more information, including space reservation and booth cost, visit [www.receppo.com](http://www.receppo.com) or contact Imad Arafat, Commercial Officer, Canadian Embassy, Riyadh, tel.: (011-966-1) 488-2288, ext. 3360, fax: (011-966-1) 488-0137, e-mail: [imad.arafat@dfait-maeci.gc.ca](mailto:imad.arafat@dfait-maeci.gc.ca) or Maher Abou-Guendia, Senior Adviser for Trade, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-5984, fax: (613) 944-7431, e-mail: [maher.abou-guendia@dfait-maeci.gc.ca](mailto:maher.abou-guendia@dfait-maeci.gc.ca) 🌟



## Hong Kong Information Infrastructure Expo and Conference

**HONG KONG** — March 7-10, 2002 — At the **Hong Kong Information Infrastructure Expo and Conference (HK II Expo)**, Canadian information and communications technologies (ICT) firms can tap into the Hong Kong and Greater China market, presenting more opportunities than ever before now that China has joined the World Trade Organization.

Over 70,000 trade and individual visitors are expected at this high-

profile event. This is an opportunity to find new business partners, demonstrate your company's latest electronic and ICT applications, and gain insight into ICT industry developments throughout Asia Pacific.

A business mission to **HK II Expo** is being organized by Trade Team Canada — Information and Communications Technologies ([www.ttcinfotech.ca](http://www.ttcinfotech.ca)), including the Canadian Consulate General in Hong Kong

([www.hongkong.gc.ca](http://www.hongkong.gc.ca)), Industry Canada and several provincial governments, in partnership with the Hong Kong Trade Development Council (HKTDC) ([www.tdctrade.com](http://www.tdctrade.com)).

Assistant Deputy Minister Jean-Claude Bouchard of Industry Canada will lead the mission. On-site support will be provided by the Trade Commissioner Service. HKTDC offers exhibitors a complimentary match-making service to make contact with suitable Hong Kong companies before the opening of **HK II Expo**.

Applications will be processed on a first-come, first-served basis. The application deadline is **February 1, 2002**.

For more information on **HK II Expo**, visit: <http://hkiexpo.com>

To participate in the Canadian delegation, contact:

- Ken Fong, project coordinator, Hong Kong Trade Development Council, tel.: (416) 366-3594, e-mail: [ken.kk.fong@tdc.org.hk](mailto:ken.kk.fong@tdc.org.hk)
- Dale Forbes, Industry Canada, tel.: (613) 990-9092, e-mail: [forbes.dale@ic.gc.ca](mailto:forbes.dale@ic.gc.ca)
- Eric Barker, Industry Canada, tel.: (604) 666-1407, e-mail: [barker.eric@ic.gc.ca](mailto:barker.eric@ic.gc.ca)
- Brian Wong, Consulate General of Canada in Hong Kong, tel.: (011-852) 2847-7414, e-mail: [brian.wong@dfait-maeci.gc.ca](mailto:brian.wong@dfait-maeci.gc.ca)
- Marcel Belec, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 995-6962, e-mail: [marcel.belec@dfait-maeci.gc.ca](mailto:marcel.belec@dfait-maeci.gc.ca) ✨

## Edxpo 2002

**CAIRO, EGYPT** — April 16-19, 2002 — The Middle East Education, Training and Development Exhibition and Conference, **Edxpo 2002**, is a showcase where educational institutions, training organizations and suppliers of systems/technologies can promote their products and services to Middle East markets.

Among the over 10,000 visitors expected at **Edxpo** will be students, parents, education professionals, human resources and training specialists, policy makers, and researchers from both corporate and government sectors.

For the 200-plus exhibitors from around the world, **Edxpo** is an opportunity to recruit students, make sales, launch new products, establish contacts, negotiate partnerships, recruit agents or distributors, analyse the competition, network with leaders and decision makers, meet new and prospective clients, and gain a better understanding of the Middle East education sector.

With its strong economy — the third largest in the Middle East and North Africa — and a fast-growing population eager for education/training, Egypt is an ideal setting for **Edxpo 2002**. As well, the Egyptian government alone has

allocated over \$12.5 billion to education, research, development, and training.

The Canadian Embassy in Cairo will have a booth at **Edxpo** and will assist Canadian exhibitors to meet key Egyptian contacts. For more details, contact Tarek Abdel Meguid, Commercial Officer, Canadian Embassy, Cairo, tel.: (011-202) 794-3110, fax: (011-202) 794-7659, e-mail: [tarek.meguid@dfait-maeci.gc.ca](mailto:tarek.meguid@dfait-maeci.gc.ca)

For more information on **Edxpo**, contact Maha Surani, Project Manager, Trade Links International, tel.: (011-20-2) 414-5158/-5202, fax: (011-20-2) 415-5212, e-mail: [msurani@trade-links.org](mailto:msurani@trade-links.org) Web site: [www.trade-links.org](http://www.trade-links.org)

For more information on business opportunities in Egypt, contact Tarek Abdel Meguid, Commercial Officer, Canadian Embassy, Cairo, tel.: (011-202) 794-3110, fax: (011-202) 794-7659, e-mail: [tarek.meguid@dfait-maeci.gc.ca](mailto:tarek.meguid@dfait-maeci.gc.ca) Web site: [www.canada-eg.com](http://www.canada-eg.com) or J.M. Scott-Harston, Middle East Division, DFAIT, tel.: (613) 944-6346, fax: (613) 944-7975, e-mail: [michael.scott-harston@dfait-maeci.gc.ca](mailto:michael.scott-harston@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/middle\\_east/country-e.asp?cid=126](http://www.dfait-maeci.gc.ca/middle_east/country-e.asp?cid=126) ✨



## Upcoming trade shows and conferences

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

**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 in 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.

**BARCELONA, SPAIN** — March 4-8, 2002 — Considered one of the most comprehensive food and beverage exhibitions in the world, the 14th **Alimentaria International Food and Beverage Exhibition** will feature 3,000 exhibitors from 51 countries, and more than 117,000 visitors from 98 countries are expected to attend. The Canadian Embassy in Madrid will again organize a Canadian pavilion for the show.

**MONTREAL, QUEBEC** — March 5-6, 2002 — The **International Building and Design Show** is the only trade event in Canada exclusively for industry professionals. 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 will need to invest heavily in new processing facilities, which means opportunities for Canadian manufacturers of forestry and wood processing machinery.

**LONDON, U.K.** — 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.

**TEL AVIV, ISRAEL** — March 19-21, 2002 — **Bio-Tech Israel 2002, National Biotechnology Week, Conference and Exhibition** — The Canadian Embassy in Tel Aviv, in cooperation 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

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## Upcoming trade shows and conferences

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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 for children's publishing.

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

**GLASGOW, SCOTLAND** — April 18-20, 2002 — **Fishing**, Europe's premier commercial fisheries trade fair and largest gathering of fishing professionals, attracts over 10,000 visitors each year from 38 countries and approximately 400 exhibitors from 20 countries. **Fishing 2002** will include a vast range of equipment and services.

**LONDON, U.K.** — May 21-23, 2002 — **London International Wine Trade Fair** is recognized as the U.K.'s most important trade event for the wine and spirit industry. The 2001 show had representation from 33 wine-producing countries and attracted a

large number of international visitors, reinforcing the show's status as a global tasting arena for buyers.

**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.

**ALGIERS, ALGERIA** — June 13-24, 2002 — The 35th **Algiers International Fair (FIA)** will offer Canadian companies opportunities to enter the Algerian market. (Algeria is Canada's largest trading partner in the Middle East and North Africa.) An internationally renowned multisectoral exhibition, the 2001 show featured 1,500 exhibitors and attracted more than 500,000 visitors.

**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 trade 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](http://www.dfait-maeci.gc.ca)

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