

French investors ready to "Think Canada"

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Vol. 20, No. 9
May 15, 2002

"**T**hink Canada" was the theme of a very successful speech given on April 4 in Paris by International Trade Minister Pierre Pettigrew to a highly motivated audience of over 100 people (see photo) at the George V Hotel (which is operated by Four Seasons of Toronto).

The audience included investment officers, a large number of small business leaders, major French groups as well as lawyers, bankers, venture capital specialists, investment fund managers and business consultants.

In recent years, André Gladu, Deputy Minister, Canada Economic

Development and Investment Champion for France and Belgium, had visited a number of the companies in attendance as part of the campaign to promote French investment in Canada.

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Highly motivated audience at the presentation of KPMG Study at the George V Hotel in Paris. Inset: International Trade Minister Pierre Pettigrew at the press conference.

Last call to register for Canada Trade Mission

Mexico — close, continental, and competitive

There are compelling reasons for Canadian companies to join International Trade Minister Pierre Pettigrew on the **Canada Trade Mission** he is leading to **Mexico City and Monterrey, June 2-6, 2002**. Mexico, our other NAFTA

partner, is a fast-emerging continental market that affords all of the benefits of proximity, but none of the volatility associated with some Latin American countries. North American, Latin American — Mexico is both.

continued on page 12 — Mission

IBOC: Trade leads

INDIA — Atomic Absorption

Spectrometer — The Mineral Exploration Corporation Ltd. invites sealed bids for the supply of one atomic absorption spectrometer with optional accessories (bid no. 41/GT/ MM/PGC/50-A). Earnest Money Deposit (EMD): Rs 30,000. Bank guarantee: equivalent to EMD. Closing date: **June 27, 2002**. For more information, contact A. K. Mathur, Mineral Exploration Corporation Ltd., Dr. Babasaheb Ambedkar Bhavan, Highland Drive Road, Seminary Hills, Nagpur, India, 440 006, tel.: **(011-91-712) 51 03 10/6**, fax: **(011-91-712) 51 05 48/01 33**, e-mail: **mecl@nagpur.dot.net.in** Also contact Alka Malik, Canadian High Commission, New Delhi, fax: **(011-91-11) 687-5387**,

e-mail: **alka.malik@dfait-maeci.gc.ca** quoting case no. **020411-01636**. (Notice received from the Canadian High Commission in New Delhi.)

GHANA — Automotive Vehicles —

The Project Coordinating Unit (PCU) of the Rural Financial Services Project (RFSP) invites sealed bids (bid no. G02002) for the supply of the following: Lot 1 — six four-wheel drive double cabin pick-ups; Lot 2 — one cross-country vehicle; Lot 3 — one saloon car; Lot 4 — four bullion vans. Cost of bid documents: US\$50. Bid security: not less than 2% of bid price. Closing date: **June 5, 2002**. For more information, contact Project Coordinating Unit (PCU), Treasury Department-Bank of Ghana, Cedi House, 7th Floor, Room 711, Liberia Road, Accra, Ghana, P.O. box 2674, tel.: **(011-233-21) 66-52-79/56-67**, fax: **(011-233-21) 66-55-23**. Also contact Samuel Martin-Daniels, Canadian High Commission, Accra, fax: **(011-233-21) 77-37-92**, e-mail: **samuel.martin-daniels@dfait-**



IBOC
International Business
Opportunities Centre

International Business Opportunities Centre

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

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

maeci.gc.ca quoting case no. **020419-01761**. (Notice received from the Canadian High Commission in Accra.)
IBOC opportunities: **www.iboc.gc.ca** 🌟

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Citation-winning trade officers come to Canada

Trade opportunities in Egypt

Canadian companies are invited to talk trade and meet the 2001 MINT (Minister for International Trade) citation winners for trade service in Egypt when they come to Canada in June. Bertrand Desjardins (Commercial Counsellor) and commercial officers Magdy Ghazal and Joseph Tadros from the Canadian Embassy in Cairo will be participating in the **Global Petroleum Show in Calgary (June 11-13, 2002)** and the **Western Canada Farm Progress Show in Regina (June 19-21, 2002)**.

These trade representatives will be available for one-on-one meetings with Canadian companies to help them develop business linkages in Egypt: **Calgary** (June 6), **Regina** (June 20), **Saskatoon** (June 25), **Winnipeg** (June 14), **Toronto** (June 18) and **Montreal** (June 17).

To set up a meeting with a trade officer, submit your name, title, company name, sector of activity and location to the Canadian Embassy in Cairo, which will promptly confirm the time and venue.

For more information, contact the Trade Section, Canadian Embassy, Cairo, fax: **(011-202) 794-7659**, e-mail: **cairo-td@dfait-maeci.gc.ca**
Web site: **www.infoexport.gc.ca/eg** 🌟

Joint venture promotes Canadian environmental expertise in S.E. Asia

When it comes to succeeding in international business, Hector Jacques can't say enough about the importance of teaming up with a good local partner. The CEO of Nova Scotia's **Jacques Whitford International Ltd.**, Hector Jacques, knows what he's talking about. Its ideal partnering experience on a US\$18-million environmental clean-up contract in Brunei Darussalam has spurred Jacques Whitford to form a joint-venture company with a local firm. It's a win-win partnership promising to promote Canadian environmental expertise in third countries in the region and to bring technology and skills transfer and employment opportunities to the local community.

Created in 1972 as a geotechnical engineering services consulting firm, Jacques Whitford is now one of Canada's largest and best-known environmental consulting firms, with an emphasis on providing environmental impact assessment and remediation of contaminated site services to the oil and gas sector. The Dartmouth-based company, which has almost 1,000 employees and offices in 34 cities, exports its expertise throughout North America, the Caribbean, Southeast Asia, the former Soviet Union, the Middle East, and Central and South America.

Partnerships begin at home

The partnerships Hector Jacques values so much begin in his own province. For many years, his company has worked with two other Nova Scotia environmental firms — **Inland Technologies** of Truro and **Envirosoil** of Bedford. It was, in fact, through Inland Technologies, on another contract in Brunei, that Jacques Whitford learned of the opportunity with Brunei Shell Petroleum Company (BSP).

The three Nova Scotia companies submitted a bid as an equal joint-venture partnership with a well-recognized local general construction firm, Haji Adinin & Sons Sdn. Bhd. The three-year contract, which was awarded in 1999, encompasses the definition, engineering, management, equipment procurement, and removal, treatment and disposal of approximately 150,000 tonnes of hydrocarbon-contaminated sludges,



Agreement in Brunei (from left to right): Jacques Whitford International Ltd.'s CEO Hector Jacques; Canada's High Commissioner Neil Reeder; and Haji & Sons' Managing Director, Musa Adinin.

drill muds and soils. An added benefit is the delivery of 50,000 barrels of recovered oil back to BSP for resale.

High Commission a facilitator

The Canadian High Commission in Brunei Darussalam was instrumental in facilitating contacts for the company with both BSP and Haji Adinin, and also promoted the joint venture's bid with BSP during the bidding process. "The High Commissioner, Neil Reeder, was very influential in bringing the parties to the table," explains Jacques, who is more than pleased with the services he received from Reeder and his team at the High Commission.

Jacques Whitford almost always contacts the Canadian post when it goes into a new country, and always seeks out a local partner. "To work

internationally, you have to find a reliable, like-minded partner."

In Brunei the company found its like-minded partner in Haji Adinin and its Managing Director Musa Adinin. "Musa subscribes to the same doctrine that we do: to form a good partnership you should be your brother's — or your partner's — keeper.

Be your partner's keeper

For the BSP project, Haji Adinin is providing local civil work and personnel. "The firm is well connected in Brunei and well respected," says Jacques. "They are aware of the local customs, regulatory environment and government requirements. They were instrumental in expediting our shipment of equipment and supplies into Brunei."

As for the benefits to Haji Adinin and the local community in Brunei, the partnership is bringing technology and skills transfer into the country and creating employment opportunities.

Jacques has been so impressed with his partner that in January 2002 the two companies formed a joint-venture company, Adinin-Jacques Whitford, to pursue new opportunities in the region. "We are now looking to extend our business to other parts of Southeast Asia."

The joint-venture company has already had several additional contracts to provide environmental consulting services to BSP. And there seems little doubt that this win-win partnership will soon be exporting Canadian environmental expertise in the broader region.

For more information, contact Hector Jacques, CEO, Jacques Whitford International Ltd., tel.: **(902) 468-7777**, fax: **(902) 468-9009**, e-mail: **hjacques@jacqueswhitford.com** ✨

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

The Canadian Trade Commissioner Service is a network of 500 professionals working in 140 cities around the world. Trade officers deliver six core services that help Canadian companies get results abroad. These services help client companies to assess their export potential, identify key foreign contacts, and obtain the market intelligence they need to succeed in their target markets.

Biotechnology is an area in which Canada excels. It's also a priority sector for many trade officers, who devote their energies to identifying global demand. You can access the Canadian Trade Commissioner Service and its biotechnology market studies at

www.infoexport.gc.ca

BIOTECHNOLOGY

Biotechnology is an enabling technology involved in a variety of industrial applications. It is characterized by rapid growth, change and evolution which address challenges in human health, agriculture, forestry, energy, mining, aquaculture and the environment. The sector is a dynamic, intensive, research- and development-based industry.

BIOTECHNOLOGY IN CANADA

The number of core biotechnology firms in Canada has grown to more than 360. The Canadian biotechnology sector has over 17,000 products, of which 6,600 are on the market and about 11,000 in the R&D pipeline.

The Canadian industry is the second-largest market in the world with revenues projected to reach \$5 billion in 2002. By 2005, the worldwide market is expected to grow to \$50 billion. Biotechnology in Canada shows great promise with its large research base, the number of products in the pipeline and growing revenues.

Canada has invested in its intellectual capital with the result that its workforce is highly educated and ranks second only to the United States in number of citations in the best scientific journals. This is the main reason – along with supportive government policies for innovation, enviable corporate tax credits, and favourable financing climate, including venture capital – that Canada is a world leader in biotechnology.

The Canadian biotechnology sector is in a phase of maturation as consolidation is showing signs of stability, and the business continuum from R&D to commercialization is advancing steadily.

REGULATORY ENVIRONMENT

The trade policy dimensions of biotechnology are as diverse as its products and services. This diversity has engendered debate in many international fora such as the World Trade Organization, Codex Alimentarius, the Organization for Economic Cooperation and Development, and the World Health Organization. Within these circles, the Department of Foreign Affairs and International Trade's policy officers work to address the issues to ensure that Canadian biotechnology products and services continue to enjoy unfettered market access. For more information, contact Chris Payette at (613) 992-0523 or chris.payette@dfait-maeci.gc.ca.





Over 25 market reports
in the Bio-Industries available at:

www.infoexport.gc.ca

BIO 2002

June is fast approaching ... and so is BIO 2002, the International Biotechnology Convention & Exhibition. And this year, it's taking place at the Metro Toronto Convention Centre from June 9-13. BIO 2002 will bring together 15,000 attendees from 45 countries.

THE CANADA PAVILION

The Canada Pavilion will include 150 booths of Canadian biotechnology firms and public sector organizations. The Trade Commissioner Service will have a booth on site where companies can meet with visiting trade commissioners. The Pavilion will also house the *Café Canada*, a gathering area and information centre.

The Government of Canada is an active player in BIO 2002, both as an exhibitor to showcase Canada's biotech industry, and as the organizer of several events that promote the capabilities of Canadian companies and help them meet potential partners. See:



www.strategis.gc.ca/canada@bio

PARTNERING EVENTS

Four biotechnology partnering events will take place June 8-9 to give Canadian companies an opportunity to meet prospective partners one-on-one:

- Canada-Europe
- Canada-Israel
- Canada-Asia
- Canada-UK/Australia/New Zealand

These events are sponsored by the Greater Toronto Marketing Alliance, with event-specific sponsorships from the Government of Manitoba (for the Canada-Europe event) and from the Atlantic Canada Bio-Industries Alliance (for the Canada Asia and the Canada-UK/Australia/New Zealand events).

Foreign companies participating in these events will give presentations on the state of biotechnology in their respective countries. Canadian firms wishing to participate in these events should contact Henry Yau at (613) 995-6634 or henry.yau@dfait-maeci.gc.ca.

SPRINGBOARD MENTORING PROGRAM

On June 8, start-up Canadian biotech firms will give mock business presentations before a biotech community panel. The presentations

will be critiqued. The goal is to prepare firms to successfully attract Canadian or American venture capital. Entrance is free for the firms: RSVP. If you wish to participate in the program as a presenter, contact Neil Swain at (613) 944-0868 or neil.swain@dfait-maeci.gc.ca.

GLOBAL VENTURE CAPITAL RECEPTION AND DINNER

Approximately 200 Canadian and US venture capitalists will dine together and listen to a keynote speaker from Ernst and Young. This co-hosted reception will be held by invitation only on June 11 at 5:30 p.m. For more information, contact Jim Burt at (613) 944-6576 or jim.burt@dfait-maeci.gc.ca.

TEAM CANADA INC CENTRE AT BIO 2002

From June 10-12, Canadian companies will have the opportunity to meet with Canadian Trade Commissioners from key foreign markets to discuss export opportunities. To register, contact Patricia Sagl at (416) 973-6154 or sagl.patricia@ic.gc.ca.

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The U.S. Connection

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Canadian cuisine complements promotional event

"Northern Delights" on the menu in Boston

Mouth-watering Alberta Sterling Beef Tripe... Conquest Hill Organic Squab... Clearwater Sea Scallops... and Quebec Foie Gras were among the Canadian specialties featured during "Northern Delights", a successful (and savoury!) three-day promotional event held in Boston last February. The Canadian Consulate General in Boston, together with co-sponsors Agriculture and Agri-Food Canada, the Canadian Tourism Commission, Nova Scotia Business Inc., and Renaissance Wines, created the perfect recipe for promoting investment and tourism in Canada — using the finest Canadian food and wine.

Cooking up a tasteful story

Acclaimed chef Anthony Walsh of Canoe restaurant in Toronto got things off to a sizzling start on February 26 with a cooking demonstration, co-sponsored by the Canadian Tourism Commission (www.canadatourism.com), for food, wine and travel journalists at Boston's Fairmont Copley Plaza Hotel. The five-course demonstration featured fresh Canadian food products, fine Canadian wines — and a generous sprinkling of information about using key Canadian ingredients.

Chefs across the border

Later, a culinary evening co-hosted by Agriculture and Agri-Food Canada, the Canadian Tourism Commission, and Nova Scotia Business Inc. (www.novascotiabusiness.com) was held at the Seaport Hotel for the 300-member Epicurean Club of Boston, the oldest professional association of chefs in the U.S.

Booths set up for the opening reception presented fifteen companies from New Brunswick, Newfoundland and Labrador, Nova Scotia, and Quebec with opportunities to tempt renowned chefs — and their regional distributors — with food samples and product information.

Export USA Calendar

For information about

- Trade missions to the U.S.
- Seminars on the U.S. Market

Visit the Export USA Calendar at: www.can-am.gc.ca/NEBS/runtime/search-e.asp

After an hour of networking (and appetite building), guests were presented with a gourmet, all-Canadian meal prepared by chef Stefan Czapalay of Dartmouth, Nova-Scotia-based **Chefs by Design**.



Ed McKinnon photography

From left to right: Chef Stefan Czapalay, Consul General Ronald Irwin, Chef Michael Schlow of Radius Boston, Chef Susur Lee of Susur's, Toronto.

"This event was one of the most profitable for us in many years," said André Martineau from **Les Bergeries aux 4 Vents Ltd.** Sainte-Marie-de-Kent in New Brunswick. "Not only were we able to wrap up a number of deals, but we also have several new leads."

"Wine Country Canada"

The Canadian Consulate General, assisted by co-sponsor Renaissance Wines, hosted a professional wine tasting event the following day for local buyers, distributors, and retailers. Wine Country Canada featured seven Canadian wineries representing British Columbia (**Tin Horn Creek Vineyards**), Nova Scotia (**Domaine de Grand Pre**), and Ontario (**Chateau des Charmes, Malivoire Wine Company, Pillitteri**)
continued on page 7 — Northern

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

CCC helping small exporters think big

You're a small- to medium-sized exporter. You have something to sell. You have a customer that wants to buy. Without proper financing, you can't make the sale.

CCC ASAP

Every day, many exporters are faced with a problem that can make or break a potential sale: obtaining financing. Without sufficient working capital, their project can't get off the ground. And, even if it does, they may have to wait for payment until their product or service is delivered to the buyer — sometimes months or years after signing the contract. That can create serious cash flow problems.

Enter the Canadian Commercial Corporation (CCC). As Canada's export contracting agency, CCC has been helping Canadian exporters win sales in government and private-sector markets around the world.

PPP: Letters that mean numbers

"If a company cannot secure the funds it needs to complete a sale through existing arrangements with its bank, it has a serious problem," says Mark

Surch, CCC's PPP Team Leader. "So we created the **Progress Payment Program (PPP)** to help companies secure pre-shipment export financing and bridge their cash flow gaps."

PPP assists small- to medium-sized Canadian exporters by providing access to working capital from one of its 19 partner financial institutions. That way, exporters can make business decisions to maintain their competitive edge, knowing that they will have the financial resources to manage export sales.

How does PPP work? When CCC gets involved in an exporter's deal through PPP, a bank will normally be prepared to provide funds beyond the exporter's regular line of credit. That's because CCC provides the bank with the assurance that the work they're financing is being monitored and contractual risks are being minimized

by the Government of Canada. A project line of credit (PLOC) up to \$2 million is set up to cover the production costs for an exporter's sale. This PLOC is repaid with funds received from the buyer once the goods have been shipped from Canada.

Mark Surch doesn't hide his excitement over the program. "It's a winning combination — CCC's export expertise and indemnification of the PLOC, combined with the lender's capital, security position, account management skills and the exporter's ability to complete the sale."

How to qualify

To qualify for pre-shipment export financing through the PPP, exporters must meet all or most of the following requirements:

- They are negotiating or already have a firm order/contract with a foreign buyer.
- CCC will be able to establish a contractual relationship with their buyer.
- The exporter's annual sales are less than \$50 million.
- The exporter has manufactured or sold this product or service before.
- They will be paid by an acceptable letter of credit OR are prepared to insure their receivable.
- The exporter can finance at least 10% of the cost of the order.
- Their company is in good standing with the financial institution.

PPP: Spelling out success

Since PPP's introduction, exporter participation has reached new heights, setting records for both the number of contracts and suppliers.

"CCC is pleased to help many small- and medium-sized businesses undertake specific export contracts," says Surch. "And they're pleased to receive our help — the PPP has become one of CCC's fastest growing and most-appreciated services."

For more information, visit us at www.ccc.ca or call **1-800-748-8191**. 🌟

Northern Delights — continued from page 6

Estates Winery, Southbrook Farm and Winery, and Vineland Estate Winery).

Entrée, encore

The finale of Northern Delights was a high-profile branding event promoting trade and investment in Canada that took place in Boston's acclaimed Radius restaurant. Consul General Ronald Irwin welcomed 125 senior business contacts and key decision-makers to an evening of fine Canadian food and wine, and drew their attention to a recent KPMG Consulting report featuring Canada as an investment destination.

The six-course feast that followed was a joint labour of love by world-renowned Canadian chef Susur Lee of **Susur's** in Toronto and **Radius** chef Michael Schlow. (*Saveur* magazine recently added Lee to its list of the top 100 chefs.) Guests couldn't help expressing their pleasure at each unique dish.

Presentations were made during the course of the evening by Ralph Johanssen of the Canadian Tourism Commission, Stephen Lund, President and CEO of Nova Scotia Business Inc., and Paul-André Bosc of Chateau des Charmes.

continued on page 12 — Northern

One of Europe's hottest markets

Building products and construction in Ukraine

The rising demand for residential housing in Ukraine combined with many new infrastructure developments presents opportunities for Canadian suppliers of construction and building materials. Ukraine's local construction sector was valued at approximately US\$2.6 billion in 2001, accounting for 4.7% of the country's GDP.

Market overview

Construction — The construction sector output (commercial and residential) exhibited estimated growth rates of 4%, 1.9%, 5.5%, and 8.8% for the years 1998, 1999, 2000, and 2001, respectively. This upward trend in output has been driven largely by the construction and renovation of private, single-family dwellings. In 2001, US\$717 million was spent on residential construction throughout Ukraine — some 5.8 million square metres — 59% of which were built by private companies.

In 2000, the market for general construction work (individual, non-contracted) was estimated at US\$2.8 billion; the contractors' market, at US\$2.4 billion; and the renovation market for residential property generated approximately US\$900 million in annual sales. The value of the building materials market reached an estimated US\$0.7 billion. (The "shadow" construction industry can add 40-60% to the figures.)

Only 14 million individual residential units are available for Ukraine's population of 49 million people; there is an urgent need for 5 million new units, either apartments or single-family dwellings. This demand is mostly concentrated around Ukraine's larger cities, such as Kyiv (population 2.8 million), Kharkiv (pop. 1.5 million), Dnipropetrovsk (pop. 1.5 million), Donetsk (pop. 1.1 mil-

lion), Odesa (pop. 1 million) and Lviv (pop. 800,000). In Kyiv alone, one million square metres of new housing are needed now.

Building materials — Although new projects in private residential and office construction offer significant opportunities for suppliers, renovation is the most prevalent undertaking in Ukraine. This is largely due to the aging housing stock, and the general poor quality, layout and energy-efficiency of most Soviet-era housing. This has caused a surge in demand for affordable building materials, with high-quality materials becoming popular as well.



Building materials alone can account for up to two-thirds of the cost of a general construction project. With the decline in domestic production, most of the building materials used in renovations are now imported, which offers great potential for Canadian suppliers.

Opportunities

Construction — Most of Ukraine's now-deteriorating housing stock was mass-produced between 1955 and 1965. Government funding was largely unavailable for renovations in the past, but now homeowners are investing in upgrades to their houses.

Energy-conservation is becoming an important issue for customers, and is dictating their preference in building materials. But local tradition continues to make brick, not wood-frame, the basic construction material. Canadian companies are therefore advised to promote the convenience, energy-efficiency, cost effectiveness and comfort of their products.

The rising acceptance of luxury apartment buildings and condominiums may

interest Canadian builders. Medium-density developments with 80-100 m² apartments equipped with fine-quality finishes are becoming more popular.

Retail space is being upgraded to European standards throughout Ukraine, with new and expanded shopping malls emerging almost every month in the larger cities. Kyiv is building a large ultra-modern underground shopping mall and leisure centre, and underground plazas with multi-storey underground and above-ground parking lots and multiplexes are expected to be the next boom.

Recognizing the advantage of using the existing utilities infrastructure, Ukrainians prefer to upgrade deteriorating or unfinished structures using Western construction technology. Recently introduced tax benefits also encourage this practice. Across Ukraine there are some 200,000 uncompleted construction projects.

Building materials — The following products may present Canada with lucrative opportunities:

- affordable, high-quality pipes, fittings;
- insulated windows and doors;
- floor and wall tiles;
- decorative security window grating;
- dry powder building blends;
- prefabricated buildings;
- energy-efficient building products;
- DIY products;
- security and safety equipment;
- HVAC equipment.

Canadian companies should note that order sizes may be small.

Market access considerations

Canadian exporters should consider the following five major issues before entering the Ukraine market.

- 1) Market development and entry costs are generally high, making it necessary to plan a long-term strategy.
- 2) Given the rising cost of building materials, the Ukrainian market is open to competitively priced products.
- 3) There is little transparency in the business, legal and regulatory environments. Ukrainian laws and regulations

continued on page 9 — Ukraine

Since 1998, Portugal's construction sector has been steadily growing at an average rate of 5.6%, which, compared with 0.6% for the rest of the EU, makes it one of Europe's fastest growing markets. Many factors, such as falling interest rates, major public works projects, and a climate of economic confidence, are behind the industry's growth.

Market overview

Public works — Some \$5.6 billion will be spent on major infrastructure projects in the transportation sector. The Oporto surface metro and a high-speed train that will connect with the EU railroad lines are prominent examples. Last year, \$2 billion in private funding was spent on infrastructure projects such as new motorway concessions. In addition, Portugal has recently been awarded the rights to host **EURO 2004**, the European Soccer Championship, which will boost spending in the construction sector by \$1 million.

Ukraine — *continued from page 8*

are vague and open to interpretation by officials at all levels.

4) Working with a local partner, or establishing a joint venture, is crucial.

5) Ensure that payment conditions are expressed in writing.

Major competition

Most building materials are supplied from Europe. Competition is strongest from countries that aggressively promote their products (Poland, Germany, the Czech Republic, Finland, Sweden, France, Spain and Turkey).

For more information, contact Yury Mardak, Commercial Officer, Canadian Embassy, Kyiv, tel.: **(011-380-44) 464-1144 ext. 3354**, fax: **(011-380-44) 464-1133**, e-mail: **yury.mardak@dfait-maeci.gc.ca** Web site: **www.infoexport.gc.ca/ua** 🌟

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

Calling Canadian "pre-fab" experts

Construction, building products in Portugal

Residential housing — Residential housing accounts for 27% of the sales in Portugal's construction industry, compared with an average of 22% in the rest of Europe. This represents an important contribution to the country's overall economy.

The following factors will ensure continued growth:

- sharply falling interest rates;
- extremely low rental vacancy rates;
- increased infrastructure and public works projects linking residential areas to work centres;
- state and municipal housing subsidies.

However, the price of both land and homes has continued to rise, making Portugal one of the most expensive European countries in which to buy a family home or apartment.

There is therefore an urgent need for affordable housing, which presents opportunities for Canadian companies with expertise in pre-engineered homes. Due to a combination of lower costs and construction time, prefabricated wood-frame housing is attracting more interest, however Portuguese consumers want demonstrable proof of its advantages. Two successful seminars organized by the Canadian Embassy recently in Lisbon and Oporto to promote wood-frame housing have netted Canadian companies several leads from a number of local developers.

Local construction firms tend to be wary of new technologies, hence the majority of Portuguese houses are not insulated and lack central heating. While local companies favour steel-frame and concrete-based construction materials, more Portuguese consumers are now insisting on homes that are well-constructed and comfortable.

Opportunities

The biggest opportunities for Canadian companies in Portugal are in the residential housing market:

- prefabricated wood-frame housing systems;
- innovative windows with high insulation value;
- Portuguese-style roofing and siding materials;
- insulation;
- concrete-based wall systems and forms;
- steel-frame construction.

Market access considerations

Public works — Given that the Portuguese market is small, a non-EU company without a strong local or European partner will find it difficult to win public works contracts. Canadian companies may, however, find many opportunities as sub-contractors.

Housing — As in other European countries, certain construction methods must undergo a costly, time-consuming approval process with the official agency in Portugal [LNEC]. Perseverance, however, is usually rewarded.

Major competition

Steel-frame technology is entering the market from U.S. companies, but major competition also arises from companies in Portugal and from other EU countries, especially Spain.

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

For more information, contact Fatima Carvalho, Commercial Officer, Canadian Embassy, Lisbon, tel.: **(011-351-21) 316-4653**, fax: **(011-351-21) 316-4695**, e-mail: **fatima.carvalho@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/lisbon/** 🌟

Bidding games begin

Beijing prepares for the Olympics (part one)



As any conscientious host would do prior to such a monumental event, Beijing is tidying itself up for the **2008 Summer Olympics**. In fact, "complete rejuvenation" is a better description for the US\$23 billion that will be spent in across-the-board upgrades over the next six years. International bidding has already begun for contracts totalling US\$14 billion in the environment, transportation, telecommunications, construction, and tourism sectors.

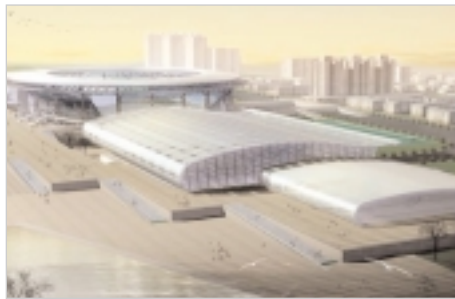
Global bids will be directed toward the design, construction and management of some 22 Olympic venues, as well as the Olympic Village, the athletes' home-away-from-home during the Games. The Residential Quarter, located in the western part of the Village, will consist of apartment buildings, dining halls, and other facilities. The International Quarter, located in the eastern part, will provide leisure facilities and cultural activities for the athletes. When the Games are over, the Village will be used as a residential area.

The Master Plan for the Olympics has recently been released, and provides guidelines for planning, identification of tasks, and the coordination and implementation of Beijing's upcoming development projects. The first of the documents for venue and infrastructure bidding were released in April 2002, and most contracts will be awarded by mid-2003.

Canadian involvement can take the form of joint ventures, technological cooperation and/or build-operate-transfer (BOT) rights. China is committed to a transparent bidding process that places foreign and domestic firms on equal footing.

The "greening" of Beijing

With the environment a major theme for the upcoming Games, the term "Olympic Green" takes on a whole new meaning. The **2008 "Green" Olympics** will be a great leap for China on the road to sustainable development. Billions of dollars will be spent on reducing air and water pollution, treating waste, reforestation, "green" energy, and environmentally friendly products.



The 17,000-seat National Swimming Center slated for the Beijing 2008 Olympics.

Fourteen new wastewater treatment plants will increase treatment capacity to 90%, and 50% of this treated wastewater will be recycled. The Olympic Village and all competition venues will utilize the latest in water conservation technologies, including rainwater collection and eco-toilets that require no water for flushing.

Beijing will build four solid waste disposal systems, and 90% of all garbage will be treated (up from 70%). Half of the garbage will be sorted and 30% will be recycled. Most sewage (90%) will be treated, and half of this will be recycled.

"Muscle power" won't be the only source of renewable energy during the Games. Using the latest green technologies, geothermal and solar energy will be harnessed to supply hot water (160 new geothermal wells), 80% of all

roadside lamps will be solar-powered, and wind power will be used wherever possible in competition venues and the Village. By 2007, almost all of Beijing's buses and most of its taxis will be converted to natural gas.

This green theme will ultimately extend beyond Beijing 2008, as more and more citizens embrace a host of energy-efficient and environmentally friendly household goods. Included on this green shopping list will be ozone-friendly refrigerators, lead-free petroleum products, natural cosmetic, sanitary and health products, and water conserving accessories.

Smart transportation

Transportation is always a challenge for any Olympic host, and Beijing is planning to be ready. The Beijing Transport Corporation will be adding six new subway/light rail lines to its integrated urban transportation network which includes over 150 km of new track and 1,000 new railway cars. Some US\$1.54 billion will be spent on eco-friendly buses powered by natural gas or electricity. The 28-km Olympic Subway will provide easy access to the Olympic Green from downtown areas.

And, with the integration of the latest 3G telecommunications technology, the coordination and supervision of all traffic will be under "smart" control. Ticket purchasing and identity certification will be automated as well.

The second part of this article will appear in the next issue of CanadExport.

For more information, contact Cyril Elbers, Commercial Assistant, Canadian Embassy, Beijing, tel.: **(011-86-10) 6532-3536 ext. 3886**, fax: **(011-86-10) 6532-4070**, e-mail: **www.canada.org.cn/beijing** or China and Mongolia Division, DFAIT, tel.: **(613) 996-0905**, e-mail: **pcm@dfait-maeci.gc.ca** 🌟

The Canadian Embassy in Tokyo, in conjunction with Industry Canada and DFAIT's Japan Division, invites Canadian companies in the electric power equipment and services sector on an **Electricity Mission to Tokyo, Japan, November 11-13, 2002**. This matchmaking event is intended to follow up the success of the 2001 Electricity Mission to Canada which connected procurement officers from most of Japan's major utilities with Canadian suppliers in a wide range of sector-related specialities.

The Embassy will arrange one-on-one meetings between Canadian participants and pre-screened Japanese companies upon request.

Financial assistance is available to qualified participants through DFAIT's Program for Export Market Development (PEMD).



The Canadian companies are also invited to **CEPSI 2002** (www.cepsi2002.com) which will be held **November 5-8, 2002**, in **Fukuoka**. The fourteenth Conference of the Electric Power Supply Industry — which is the first of the new millennium — is a combined trade show and conference where countries preparing for the coming era of unprecedented energy consumption can exchange information, insight and expertise. The Electricity Mission has been timed to follow this event in order to maximize participants' exposure to the Japanese market.

Market overview

Japan is the world's third-largest producer of electricity, generating 1,057 TWh or 7.2% of the world's supply. Japanese electricity rates are also among the world's most expensive: at US\$0.16 per kWh, Japan's industrial rates are almost five times as great as Canada's.

Although ten major regional utilities currently dominate the market, govern-

Plug into opportunities

Electricity Mission to Japan and CEPSI

ment deregulation permits independent power producers (IPPs) to compete for sales to industrial customers that have large energy requirements. An increasing number of power purchasers and suppliers (PPSs) — companies that acquire and re-sell surplus power through the grid — are also entering the market.

Japanese power utilities perceive that foreign products can reduce costs and provide a competitive advantage, which opens up powerful opportunities for sales by Canadian suppliers to the regional utilities, IPPs, PPSs and the power equipment suppliers to these companies.

Canada — a powerful supplier

Although Canada now faces significant changes in the ownership and distribution of its domestic electrical power, it remains a leader in the nuclear and thermal sectors, and has considerable strengths in fuel cell, photovoltaic and biomass technology. Overall, Canada is the world's fifth largest producer of electrical power, generating 4% of the world energy supply. It is also a significant exporter of electric power, equipment and services.

Canadian strengths range from small hydro installations to efficient modular gas turbines for distributed generation. It has also built the world's largest air-cooled hydro generator. Examples of advanced Canadian energy-sector products include robotic repair and maintenance units, diagnostic and control systems, and software for power generation scheduling and river management. Canadians have pioneered advanced transmission technologies

that minimize the loss of electricity, enabling delivery at rates that are among the lowest in the world.

Japan — a powerhouse of opportunities

Since 1991, the enormous Japanese market for electric goods and power generation equipment has increased from \$3 billion to almost \$12 billion. This assures opportunities for Canadian companies willing to

- investigate the power utility procurement Web sites;
- register with companies as possible suppliers of specific products;
- contact emerging IPP and PPS companies;
- work with Japanese engineering companies that are involved in power generation, transmission and distribution projects.

The Canadian Embassy can assist companies interested in pursuing these opportunities. It can also help locate the right Japanese partner, a powerful ally in export success. Canadian firms are advised to build relationships and trust with potential Japanese customers by conducting face-to-face meetings, and by communicating marketing messages in Japanese.

For more information, contact Brian Parrott, Counsellor (Commercial), Canadian Embassy, Tokyo, tel.: **(011-81-3) 5412-6200**, fax: **(011-81-3) 5412-6247**, e-mail: brian.parrott@dfait-maeci.gc.ca or Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 996-2467**, fax: **(613) 944-2397**, e-mail: jeanpierre.petit@dfait-maeci.gc.ca 🌟

Mission to Mexico — continued from page 1

Mexico has steadily been positioning itself over the past few years as a global trade hub, through reforms to its foreign investment laws and by developing networks of free trade agreements that grant it preferential access to over 30 countries, including the EU member states.

Mexico's present political and economic stability is encouraging more direct investment, which in turn is opening doors to an infusion of imported goods and services. New infrastructure is being laid down in Mexico, and domestic consumption is on the rise. Along with the rest of North America, Mexico appears poised for growth.

Mexico, a trading partner of choice

Indeed, judging by the growing strength of its economic fundamentals, Mexico's evolution into a well-respected North American trading partner is already well underway. The peso remains strong relative to the U.S. dollar, Mexico has been assigned a Standard & Poor's investment grade rating, the Mexican GDP will likely grow 2.5% this year, and the country can be proud of reducing inflation from 12.3% to 4.5% in less than three years.

There is little doubt that since the NAFTA was ratified in 1994, Canada has become much more competitive. Our confidence in the Mexican market has grown to such an extent that our Embassy has trade offices in both Monterrey and Guadalajara, Export Development Canada (EDC) has opened an office in Mexico City, Quebec has a Délégation, Ontario a representation agency, and Alberta plans to open an office from which to launch its own trade promotional programs.

In return, there are strong signs that Mexico is more than ready to do business with, and invest in Canada: ScotiaBank's Inverlat is now Mexico's

fifth-largest bank, and Mexico received \$6.5 billion in Canadian exports in 2001.

In fact, our average annual growth in exports to Mexico has exceeded 20% since 1994, making Mexico our number one market in Latin America. This translates into enormous potential for Canadian businesses in a multitude of key sectors, with automotive-related goods, mechanical and electrical machinery, and agri-food products topping the list.

The Mexican market will likely be characterized by above-average growth for at least several more years, presenting us with advantages that other, more mature, markets may not. And when the last remaining tariffs are finally lifted in January 2003, this market of over 100 million Spanish-speaking consumers will be impossible to ignore.

Face-to-face meetings

Perhaps the most important element of the trade mission program will be the face-to-face meetings between Canadian companies and key members of the Mexican business community.

Participants on the mission to Mexico will also benefit from a comprehensive and carefully structured program of

seminars, private briefings, and business networking functions that will include key note addresses from Minister Pettigrew, Ambassador Keith Christie, Mexico's Secretary of the Economy, and leading legal, financial, and business experts in Mexico.

The program in Mexico City will offer seminars dealing with a wide range of sectors, in-depth briefings about doing business in Mexico, and case studies will be presented by Canadian exporters and investors that have first-hand experience in the Mexican market.

In Monterrey, participants will be offered valuable insight into the unique characteristics of doing business in northern Mexico, including cross-border trade issues and marketing to the industrial "Grupos". For added value, one-on-one meetings can be arranged with trade officers at the Embassy.

Given the broad and growing appeal of the Mexican market, this mission is one that Canadian exporters may not want to miss.

For more information, or to register for the mission, contact Team Canada Division, DFAIT, tel.: **(613) 944-2520**, fax: **(613) 996-3406**, e-mail: **team-equipecanada@msn.com** Web site: **www.tcm-mec.gc.ca** ✨

Northern Delights — continued from page 7

Postprandial satisfaction

Thanks to the Consulate General and its sponsors, Northern Delights was clearly a success. Some participants have begun contract negotiations with New England food and wine buyers and distributors, local food writers are stirring up stronger interest in Canadian cuisine and wine, and, judging by the number of follow-up appointments with key prospects in the biotechnology and information technology sectors, Canada's trade and investment image is hotter than ever.

How can the Consulate General improve on such success? By cooking up an even bigger show next year!

For more information, contact Colette Lekborg, Business Development Officer, Canadian Consulate General, Boston, tel.: **(617) 262-3760 ext. 3357**, fax: **(617) 262-3415**, e-mail: **colette.lekborg@dfait-maeci.gc.ca** ✨

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

Invest in Canada — continued from page 1

The Canadian advantage

In his introduction, Minister Pettigrew outlined the advantages Canada offers French and other foreign investors, and supported the concept of cross-investment, which fosters both trade and job creation. He also highlighted federal and provincial strategies to promote investment in Canada.

He then cited results from *Competitive Alternatives: Comparing Business Costs in North America, Europe and Japan*, the latest international study by KPMG Consulting. KPMG representatives were on hand to present the study and to respond to the many questions and expressions of interest that followed.

According to the study, Canada garnered top results in all major activity sectors, making it an excellent investment destination.

"Canada is unbeatable!" declared Minister Pettigrew.

Following the speech, a number of groups, already convinced of the importance of a stronger North American presence, expressed keen interest in investing in Canada to officials from the Canadian Embassy in Paris.

France a top investor

The number of French entrepreneurs investing in Canada is increasing, according to the latest statistics, which rank France as our third largest foreign investor, with over \$23 billion in investments.

"We are innovative, competitive and dynamic," stated Minister Pettigrew in his concluding remarks.

At a breakfast press conference organized for the French media the same day, journalists representing six French press agencies quizzed Minister

Pettigrew and KPMG specialists about the results of the study, and labour costs and skills in Canada. The high turnout was exceptional considering that the Paris media tend to be very selective.

Paris was only one stop on the tour to promote investment in Canada, which also included 18 cities in 10 other European countries, as well as five cities in the U.S. To date, over 50 million people have read the full report (see the February 1, 2002, edition of *CanadExport*), which is available on-line at www.competitivealternatives.com.

CompetitiveAlternatives.com

For more information about French investment opportunities in Canada, visit: www.amb-canada.fr or contact Jean-Yves Dionne, Counsellor (Investment), Canadian Embassy, Paris, tel.: **(011-33-1) 44.43.23.77**, fax: **(011-33-1) 44.43.29.98**, e-mail: jean-yves.dionne@dfait-maeci.gc.ca 🌟

Despite global uncertainty

Canadian investment and trade strong

Canada performed well in trade and investment in 2001 despite global economic uncertainty and the interruption of trade due to the September 11 terrorist attacks, concludes a report released by International Trade Minister Pierre Pettigrew earlier this month.

"Canada did well in a year when many of our trading partners lapsed into recessions — the United States, Japan, Germany, to name a few," said the Minister. "Canada posted a surprisingly strong performance on the international trade and investment fronts."

Trade Update 2002: Third Annual Report on Canada's State of Trade highlights Canada's impressive international business

performance and key trends at home and abroad in 2001. These include:

- Exports and imports of goods and services with the world totalled \$880.5 billion in 2001, or an average of \$2.4 billion per day.
- About \$42.8 billion in new direct investment flowed into Canada in 2001, bringing the stock of foreign direct investment in Canada to \$320.9 billion, up 6.2% from 2000.
- With US\$381 billion in two-way merchandise trade with the United States (63.4 percent higher than Mexico-U.S. trade), Canada is solidly entrenched as the U.S.'s number one trading partner.
- Canada's new economy industries played a greater role in our overall trade success. Knowledge-based cate-

gories posted their strongest growth in recent years, representing 50% of total exports of services in 2001.

"We must not be complacent. We must forge ahead and search out new and expanded trading relationships," said Minister Pettigrew. "This is why we are promoting trade with such countries as India, China and Mexico through trade missions, and Costa Rica and Singapore through new trade agreements."

Building a new and strengthened partnership with Africa is a key priority for the G8 Summit that Canada will be hosting in June. *Trade Update 2002* includes a special section on trade with that continent. Since 1993, Canadian exports to Africa have risen 48%, imports have grown 63%, and Canadian investment in Africa has increased more than 600% since 1993 to \$2.8 billion.

Trade Update 2002: Third Annual Report on Canada's State of Trade is available at www.dfait-maeci.gc.ca/eet/state-of-trade-e.asp 🌟

Canada's export experts

Canada Business Service Centres

by Daria Gawronsky, Trade and Business Services Officer, Canada/Manitoba Business Service

Thinking of exporting your products or services abroad and wondering where to start?

Looking for the right information to start or grow a business? The **Canada Business Service Centres (CBSCs)** located in every province and territory across Canada are there to help Canadian companies at any stage of export development get the information and tools they need for success.

As with any business venture, having the right information for exporting improves the odds of success. Operating on behalf of Team Canada Inc, the CBSCs can help you enter the world of exporting by providing information from their extensive on-site library collections and databases of export materials and resources.

By dialing **1-888-811-1119** (toll free), you will be connected with a professionally trained information officer in your region who will assess your information needs. Based on your

interest in a wide range of programs, services, and expertise available from federal and provincial governments and non-government organizations, and your company's stage of export development, these officers will help you research the demographic, economic, political, and cultural factors that may affect the export potential of your products or services.

Should additional expert advice or export counseling be required, you will be referred to the appropriate service providers, for example, International Trade Centres, the Trade Commissioner Service, Export Development Canada, the Business Development Bank of

Canada, Canada Customs and Revenue Agency, Canadian Commercial Corporation, the Canadian Food Inspection Agency, Western Economic Diversification Canada, and the Regional Trade Networks within your province or territory.

Tools of the trade

The CBSCs encourage their clients to learn more about exporting by registering in the World Information Network (WIN) WIN Exports database. Managed by DFAIT's Trade Commissioner Service, WIN Exports (www.infoexport.gc.ca/winexports) is used by trade officers in Canada and abroad to connect Canadian companies with international buyers.

Clients may also find the Interactive Export Planner available on the Export Source Web site (exportsource.ca) useful for developing an export plan.

So don't just wonder about exporting your products and services, call **1-888-811-1119** and let the CBSC experts help you get started. 🌟



Do your "Web work" first, and prepare for success!

Hong Kong — an exceptional market

Hong Kong, with a population approaching 7 million, is one of Canada's most important trading partners, one of our major sources of direct investment, and a significant market for Canadian services. Hong Kong was also Canada's 12th largest export market for goods in 2001 — a healthy slice of our export pie. At the Web site of the Canadian Consulate General in Hong Kong, Canadian exporters can get help earning their share.

The Consulate General's gateway to the Hong Kong market begins at www.infoexport.gc.ca/hk. Click on Market Prospect and select market reports from the dozens available — free of charge — to Canadian companies. These reports can help you assess your company's market potential and they also offer valuable advice about doing business in Hong Kong. Reports are accessible by region, or by sector — from "A" (Agriculture) to "U" (Urban transit).

Visit Information provides practical tips on organizing a trip to Hong Kong, everything from hotels and hospitality services, to the best interpreters. Key Contacts lists qualified individuals in the region, such as buyers, distributors, and lawyers. Troubleshooting offers advice on resolving critical business challenges, and Local Company Information provides up-to-date information about local businesses. There are also plenty of Useful Links

continued on page 16 — Hong Kong

Mine opportunities "down under"

MACKAY, AUSTRALIA — July 23-25, 2002 — **Queensland Mining and Engineering Exhibition (QME)** is not just another industry event, but rather a place for mining equipment and services suppliers to re-connect with each other every two years and view the latest products and technologies in the industry. **QME 2002** is the fifth such exhibition to be held in Mackay, home of the world's largest export coal mining industry.

There are three ways for Canadian mining industry suppliers to participate:

- Display brochures at the Canadian Consulate General's information booth.
- Exhibit posters under the CAMESE (Canadian Association of Mining

Equipment and Services for Export) poster scheme.

- Rent a booth.

Attending QME is a great way to support current sales efforts in the Australian market while prospecting for new opportunities with local sales representatives and distributors seeking new lines.

For details, visit the QME Web site:

www.qme.reedexpo.com.au

For more information, or to register, contact R.G. (Bob) Gow, Business Development Manager, Canadian Consulate General, Sydney, tel.: **(011-61-2) 9364-3045**, fax: **(011-61-2) 9364-3097**, e-mail: **robert.gow@dfait-maeci.gc.ca** or Debra Linden, Business Development

Assistant, tel.: **(011-61-2) 9364-3046**, fax: **(011-61-2) 9364-3097**, e-mail: **debra.linden@dfait-maeci.gc.ca** or Francis Bourqui, Director of International Market Development, CAMESE, tel.: **(905) 513-0046**, fax: **(905) 513-1834**, e-mail: **bourqui@camese.org** ✪

Opportunities to taste

CARACAS, VENEZUELA — September 18-21, 2002 — The Caracas International Exposition Center will be packing in thousands of industry professionals from Venezuela, and the Andean and Caribbean regions this fall for two simultaneous trade shows: **Empaque 2002** and **Alimentaria 2002**. Among the sponsors for the two shows are AVIPLA (Venezuelan Association of Plastic Industries) and CAVIDEA (Venezuelan Chamber of Food Industries).

Empaque is the international trade show and conference on equipment, supplies and services for the packaging, bottling and canning industry. Everything from ancillary equipment, adhesives and agglomerated materials to wood and varnishes — and just about everything in between — will be on display.

Alimentaria is the international trade show and conference on technology, equipment, supplies and services for the food industry. Manufacturers, distributors, wholesalers and suppliers will be offering their latest advancements in equipment, machinery, products and services. A food technology symposium will be held in conjunction with the exhibitions.

For more information, contact the organizers, CONFEX International *continued on page 16 — Caracas*

International Spring Trade Fair in Mongolia

ULAANBAATAR, MONGOLIA — June 4-8, 2002 — The **International Spring Trade Fair for 2002** will provide an opportunity for foreign companies to display a wide range of products and services to Mongolian consumers. The fair will include agricultural products, consumer goods such as furniture, giftware and leather goods, raw materials and construction materials, and telecommunications products and services.

The **Spring Trade Fair** provides an opportunity for Canadian companies to investigate opportunities in this emerging market. The Permanent Mission of Mongolia to the United Nations reports that the principal Mongolian import items in 2000 were petroleum products, food products and vehicles.

Several Web sites are currently under development for trade and business in Mongolia that may include information on the **International Spring Trade Fair**. These include Mongolia Market (**www.mongoliamarket.mn**), the

trade link on the Permanent Mission of Mongolia to the United Nations (**www.un.int/mongolia/trade.htm**) and The Embassy of Mongolia in Canada (**www.mongolembassy.org**).

The **International Autumn Trade Fair** will be held **September 10-14, 2002**.

For more information, or to receive a registration form, contact Chikhalkhuu Tsend, Embassy of Mongolia, tel.: **(613) 569-3830**, fax: **(613) 569-3619**, e-mail: **mail@mongolembassy.org** Web site: **www.mongolembassy.org** ✪



Doing business, a pleasure at Incomtech

BRUNEI DARUSSALAM — October 27-29, 2002 — Brunei welcomes Canadian ICT companies to the **Information Communications and Technologies Fair Incomtech 2002** (www.incomtech-worldexpo.com), two days of events guaranteed to mix business with pleasure. Some 10,000 trade buyers are expected to attend the fair, which is supported by several of Brunei's ministries, including the Ministry of Industry and Primary Resources, the Ministry of Communications, Institut

Teknologi Brunei, and the National Chamber of Commerce and Industry. Promotional material will be displayed in 400 booths.

The varied program includes a conference for IT business professionals, several networking and business match-

making sessions, as well as a dinner reception, golf tournament and sight-seeing tours.

For details, visit the show's Web site: www.incomtech-worldexpo.com

For more information, contact Bernard Koh, Commercial Officer, Canadian High Commission, Bandar Seri Begawan, tel.: **(011-673-2) 220043**, fax: **(011-673-2) 220040**, e-mail: bernard.koh@dfait-maeci.gc.ca ✨

Hong Kong

— *continued from page 14*

to Canadian associations that are active in Hong Kong, such as the Canadian Chamber of Commerce, as well as banks and manufacturing associations.

Once you've decided to add Hong Kong to your marketing itinerary, you're ready to click on Face-to-Face Briefing to set up a meeting, at least two weeks before your trip, with one of our commercial officers in the field.

Doing your "Web work" before you visit Hong Kong may well earn you a piece of the market pie.

For more information, contact the Commercial Section, Canadian Consulate General, Hong Kong, e-mail: canadatrade.hkong@dfait-maeci.gc.ca ✨

Time to come out of the woodwork

DUBLIN, IRELAND — October 2-5, 2002 — Each year, the Royal Dublin Society (RDS) hosts its annual **Building Exhibition** in Simonscourt, with the very popular **Wood and PVC Machinery** portion exhibiting every second year. Interest is building in the wide range of products and services on display: last year's show attracted more than 20,000 industry professionals, up 20% from the previous year, and more informed buyers were willing to invest in new and innovative technology. Over 250 companies from Europe, the U.K., and the U.S. exhibited.

Participation in the Wood Machinery Exhibition swelled by 18%, with the majority of stands featuring wood and PVC machines and accessories, followed by power tools, joinery, flooring, concrete products, doors, adhesives and sealants.

For more information, contact David Skinner (show organizer), Managing Director, Irish Services Ltd., Dublin, tel.: **(011-353-1) 288-8821**, fax: **(011-353-1) 288-3127** or Gerry Mongey, Commercial Division, Canadian Embassy, Dublin, tel.: **(011-353-1) 417-4117**, fax: **(011-353-1) 417-4101**, e-mail: gerry.mongey@dfait-maeci.gc.ca ✨

Caracas food fairs — *continued from page 15*

Corporation, tel.: **(011-954) 742-3123/3224**, fax: **(011-954) 742-3272**, e-mail: info@confex-us.com Web site: www.confex-us.com or David Ramirez, Senior Commercial Officer, Canadian Embassy, Caracas, tel.: **(011-58-212) 264-0833**, fax: **(011-58-212) 263-5349**, e-mail: david.ramirez@dfait-maeci.gc.ca ✨

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: **(613) 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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