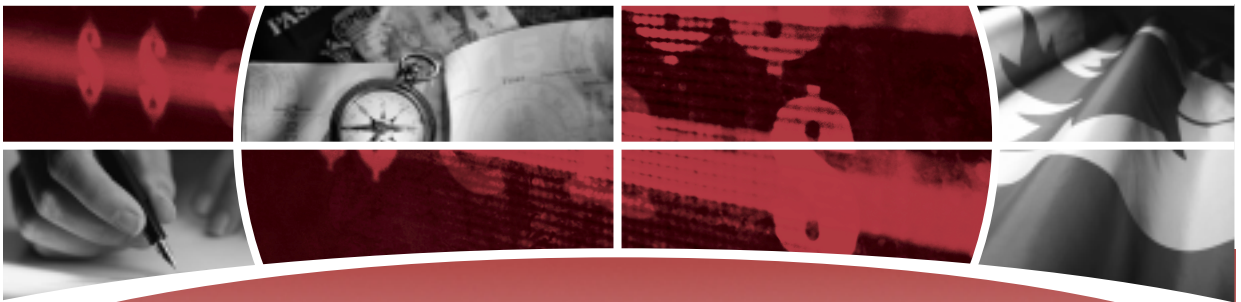




# CanadaExport



## Canadian diamonds sparkle in Belgium

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**O**n January 9, 2003, International Trade Minister Pierre Pettigrew visited Belgium to promote Canada's world-renowned diamonds to our fourth-ranking export market in Europe.

The meeting with the Diamond High Council (HRD) in Antwerp—the hub of the world's diamond market—provided an opportunity to strengthen Canada's relationship with Belgium's most influential diamond organization. In addition, the meeting allowed Minister Pettigrew to meet with the two Diavik project partners, Aber and Rio Tinto, who have invested \$1.3 billion in Canada's second diamond mine in the Northwest Territories. The Diavik

project should create 450 mining jobs, with the first diamonds from the new mine expected to arrive in Antwerp in May 2003.

*continued on page 5 — Canadian*



Minister Pettigrew (right), with Christopher Ryder, Managing Director of the BHP-Billiton Diamonds' Antwerp sales office, examines a sample of Canadian diamonds.

Vol. 21, No. 3  
February 17, 2003

Supplement  
**CHILE — ECONOMIC POWERHOUSE  
IN SOUTH AMERICA**  
(see insert)

## CANDU: Success in China

On January 5, 2003, the Qinshan Phase III (Unit 1) 728 kWe CANDU nuclear reactor was accepted into commercial service by its Chinese owner, the Third Qinshan Nuclear Power Corporation (TQNPC). The reactor's early completion and entry into commercial service represents the culmination of an 8-year

marketing and construction effort by Atomic Energy of Canada Limited (AECL), the Canadian government and its commercial partners.

The \$4 billion project is the largest Canadian infrastructure venture ever undertaken in Asia. Prime Minister

*continued on page 6 — CANDU*

*The needle in the haystack*

# Finding good export opportunities with CCC

**T**he international government procurement market is valued at US\$5 trillion and more and more opportunities associated with this market are disseminated through electronic postings or "feeds", such as FedBizOps in the United States, and Tenders Electronic Daily (TED) in the European union. However, searching through these potentially valuable sources can be daunting, especially for a small or medium-sized business.

Enter SourceCAN—an e-marketplace developed in a public-private sector partnership including Industry Canada (IC), Canadian Commercial Corporation (CCC) and HyperNet. Everyday, this free online service links Canadian suppliers of goods and services to thousands of procurement opportunities from both domestic and foreign corporations and governments.

Within SourceCAN, CCC focuses on the operation of the export market, particularly in opportunity assessment and filtering, bid matching, and advising on bid responses. First, CCC acquires access to the international opportunity feeds, saving Canadian companies time and money. CCC then scans the content of the opportunity announcements and filters out those opportunities for which Canadian companies are precluded from participating in or those that would likely be deemed non-competitive. Viable opportunities are posted to the SourceCAN Web site ([www.sourcecan.com](http://www.sourcecan.com)), Merx ([www.merx.com](http://www.merx.com)), PODS ([www.pods.net](http://www.pods.net)) and e-mailed to registered users based on their bid matching profile, ensuring that only the most relevant opportunities are forwarded to companies.

## CCC there to help

Once a company decides to respond to an opportunity, CCC can assist in understanding the procurement process, in obtaining bid documents and in giving guidance to users to enhance their bid responses. Again, at no cost to the user.

"Companies are finding that the filtered electronic opportunity feeds are a convenient and powerful value-added tool and are winning new

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts which provide access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence, and contracts.

**For more information**, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **1-800-748-8191**, Web site: [www.ccc.ca](http://www.ccc.ca)

export business through SourceCAN," said Ron Linton, Manager, Bid Matching Service, CCC.

Qualified companies responding to opportunities can augment their bid proposals with the CCC advantage. As a Crown corporation mandated to facilitate international trade, particularly in government markets, CCC builds confidence in Canadian exports by giving them the credibility of a government-backed performance guarantee that opens doors and leads to contracts with improved terms. Normally, CCC acts as a prime contractor, signing a contract with the foreign buyer and a matching contract with the exporter. CCC also helps exporters to increase their pre-shipment working capital from commercial sources, and offers a range of procurement, pre-contract, contract advisory and post-contract services on a fee-for-service basis.

*continued on page 5 — Opportunities*

CanadExport

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**VIRTUAL  
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The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an online workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

# Your Market. Our Expertise.

Canada's trade commissioners dedicate their time to pursuing business leads and uncovering opportunities on behalf of Canadian companies. Through the Virtual Trade Commissioner, trade commissioners let you reap the benefit of their efforts 24 hours a day, seven days a week.

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One year of progress

## Improving the Canada-U.S. border

**A**t their most recent meeting in Washington on December 6, 2002, Deputy Prime Minister John Manley and Governor Tom Ridge released a status report to mark one year of progress on the **Smart Border Action Plan**.

The report confirmed that Canada and the United States are on track in the implementation of action plan items and in bringing steady improvement to the security of our shared border. While much work remains to be done, both governments have already achieved substantial progress on several key action plan initiatives.

### Facilitating low-risk, cross-border traffic

The Free and Secure Trade (FAST) program is one of the cornerstones of the Smart Border Action Plan. It is an important step towards streamlining requirements for customs clearance while improving the level of security of cross-border commercial traffic. FAST is a harmonized commercial process offered to pre-approved importers, carriers and registered drivers. Shipments will be cleared into either country with greater speed and certainty, thereby reducing costs.

Canada and the United States are now offering FAST's expedited customs clearance processes at the following major border crossings: Windsor-Detroit, Sarnia-Port Huron, Fort Erie-Buffalo, Douglas-Blaine, Queenston-Lewiston, and Lacolle-Champlain.

### New pilot project at Canadian airports

As of January 2003, Canada Customs and Revenue Agency (CCRA) began to implement a pilot project using iris recognition technology at Pearson International Airport and Vancouver

International Airport to speed up customs and immigration clearance for air travellers returning to Canada, all the while improving security.

This is how it works: the CANPASS-Air program will allow pre-approved travellers to clear customs by simply looking into a camera that recognizes the iris as proof of identity. Limiting the amount of interaction with pre-approved CANPASS-Air travellers will allow Canadian officials to focus on people they don't know. The program will be expanded to operate jointly with the United States so that this technology can be used for travellers crossing U.S. customs as well. This joint program will be piloted at Macdonald-Cartier Airport in Ottawa and Dorval Airport in Montreal in late 2003.

### Improved border infrastructure

Efficient and secure infrastructure are key priorities of the Smart Border Action Plan. Canada and the United States have already committed funds to upgrade border infrastructure. Under Canada's new Border Infrastructure Fund, \$600 million will be provided over

five years for physical and technological improvements at key border crossings.

In September 2002, the governments of Canada and Ontario announced that they would commit \$300 million over the next five years as part of a joint investment to upgrade existing infrastructure at Windsor-Detroit border crossings. As part of the Smart Border Action Plan, new funding has also been allocated for the construction of dedicated lanes for commercial and passenger vehicles at the border between British Columbia and Washington State and to improve highway and border infrastructure at the Lacolle-Champlain border crossing between Quebec and New York State.

**For more information** about the FAST program, go to [www.ccra-adrc.gc.ca/fast](http://www.ccra-adrc.gc.ca/fast) or e-mail CCRA at [fast-expres@ccra-adrc.gc.ca](mailto:fast-expres@ccra-adrc.gc.ca)

**For information** on the CANPASS-Air program, call **1-800-842-7647**. For the latest news on the *Smart Border Action Plan*, contact DFAIT's United States Relations Division, tel.: **(613) 944-7960**, Web site: [www.can-am.gc.ca](http://www.can-am.gc.ca) (click on "Border Cooperation"). 🍁

## Women's Apparel Rep Locator Trade Mission

**CHICAGO, ILLINOIS** — March 22-25, 2003 — If your Canadian woman's wear company is looking to enter the U.S. market, the Canadian Consulate General in Chicago would like to invite you to attend the **Women's Apparel Rep Locator Trade Mission**.

This event will combine an educational session with industry experts, and a shared booth for participating companies at **StyleMax**—a women's apparel industry event—and gain access to hundreds of local reps participating in the show.

The **deadline** for applications is **March 4, 2003**, on a first-come, first-served basis. **For more information**, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: **(312) 327-3624**, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca) or go to [www.dfait-maeci.gc.ca/chicago](http://www.dfait-maeci.gc.ca/chicago) or [www.mmart.com](http://www.mmart.com) 🍁

A show that grows bigger every year

## Natural/Organic Products Europe

**LONDON, UNITED KINGDOM** — April 6-7, 2003 — **Natural Products Europe** is by far the United Kingdom's (U.K.) largest trade show of its kind. Over 4,000 buyers from 54 countries visited the show in 2002, from health food stores, supermarkets, pharmacies, specialist stores, caterers and distributors. In 2003, **Natural Products Europe and Organic Products Europe**—a new trade show aimed specifically at the organic products sector—will share the Grand Hall at Olympia to create one huge event.

One-third of all U.K. independent retailers visit the show each year, representing close to 90% of the total turnover in the trade. Major players such as Fresh & Wild, Planet Organic and GNC always send a full complement of buyers. Visitors in 2002 included companies such as Sainsbury's, Tesco, Asda, Sainsbury's, Marks and Spencer, Boots and Holland & Barrett. Buyers from Harrods, Harvey Nichols, Fortnum & Mason and other presti-

gious stores are also regulars at the show.

"The show is growing every year, with a more professional approach, bigger and better stands, and a high level of inspiration," says show director Chris Down. "You only have to listen to exhibitors and visitors at the show



to understand the extraordinary passion, drive and dedication within the natural and organic products industry, which is clearly stronger than ever." With the U.K. industry predicted to grow to a staggering £3.5 billion over the next three years, there has never been a better time to exhibit.

The Canadian pavilion at last year's show proved to be very effective for exhibiting companies.

"The show helped in creating contacts in the U.K., and for providing a good profile for our company and product which was otherwise limited at our distributor's stand owing to their limited

space and concentration on other products," explained an exhibiting company with the Canadian pavilion. "We had the opportunity to familiarise many health food retailers with our brand. We generated 70 qualified leads and took eight orders from retailers during the show."

Once again, the Canadian High Commission in London is organising a Canadian pavilion. **For more information** on exhibiting at this year's show, contact Ros Burrige, Canadian High Commission in London, tel.: **(011-44-20) 7258-6652**, e-mail: **ros.burrige@dfait-maeci.gc.ca** Web site: **www.naturalproducts.dreamstation.com** or contact Chris Down, Show Director, or Beverley Rees, Exhibition Sales Executive, both of Full Moon Communications, tel.: **(011-44-0) 1903-817305**, e-mail: **info@naturalproducts.co.uk** 🌟

## Canadian diamonds — continued from page 1

Minister Pettigrew also met with the Managing Director of BHP-Billiton's Antwerp sales office. BHP owns Ekati, another Canadian mine, also located in the Northwest Territories. The company exported \$553 million in Canadian diamonds to Antwerp in 2001, which is comparable to the value of its annual exports since the mine opened in 1998. The opening of Diavik should double this figure, raising Canadian diamond exports to over \$1 billion annually.

The HRD reports that half of the world's diamond exploration budgets

are currently invested in Canada. Minister Pettigrew congratulated the HRD for supporting the development of certification systems for diamond exports from several African countries.

**For information** on opportunities in Belgium, contact Jean Bourassa, Senior Counsellor, Western Europe Division, DFAIT, tel.: **(613) 996-7544**, e-mail: **jean.bourassa@dfait-maeci.gc.ca** or Paul Desbiens, Senior Trade Commissioner, Canadian Embassy in Brussels, tel.: **(011-32-2) 741-0620**, e-mail: **paul.desbiens@dfait-maeci.gc.ca** 🌟

## Opportunities

— continued from page 2

CCC is committed to working with SourceCAN to improve this unique set of services. For example, CCC is expanding the SourceCAN e-marketplace with additional filtered, international procurement feeds as well as improving the tools used to filter and match opportunities. CCC is also working with DFAIT, IC, Export Development Canada (EDC) and other agencies such as Team Canada Inc. to bring together services Canadian exporters find most useful.

Interested in finding out more about CCC's e-marketplace services and SourceCAN? Visit the CCC Web site at **www.ccc.ca** 🌟

## St. Lawrence Textiles expands in Japan Baby's Own® takes off

**S**t. Lawrence Textiles, of Hawkesbury, Ontario, is a long established, export-oriented and privately owned manufacturer of apparel for newborn to two-year old babies and adult activewear. Approximately five years ago, senior company officials decided to explore the Japanese market and appointed an agent on an exclusive basis, Mockingbird Trading Co., to introduce the firm's products to Japan's style-conscious, upscale and discrimi-

nating young families. Initially, Baby's Own®—its well-known infant wear brand—met with limited success.

However, Mockingbird's owner, Rika Muratsubaki, ably assisted by a member of the Commercial Division at the Canadian Embassy in Tokyo, expanded St. Lawrence Textiles' clientele. Her extensive connections, initially on the Tokyo market and subsequently in the larger centres, helped the Baby's Own® brand gain recognition in Japan as a quality,



contemporary line of comfortable infant clothing.

St. Lawrence devised ways to offer the Japanese market all-year availability of supply and prompt delivery upon reorder, as well as innovative and parent-friendly styling. For example, the Baby's Own® Wraparound® is underwear that has become very popular because of its unique and practical design. Their latest innovation, the Sock-foot Sleeper™ (patent pending) has form-fitting knitted stretch socks sewn on, keeping a baby's tiny feet warm at all times. The sleeper also has non-skid soles to prevent babies from sliding, and they can be worn with footwear. The success of these and other Baby's Own® products helped Mockingbird and St. Lawrence gain a solid foothold in the Japanese market.

*continued on page 8 — Baby's*

## CANDU: Success in China

— continued from page 1

Jean Chrétien himself visited the reactor construction site in 2001 and played a vital role in 1996 witnessing the contract signing.

The next reactor, CANDU's Qinshan Phase III (Unit 2), is scheduled to enter commercial service in November 2003. The two reactors will generate electricity for the economically dynamic East China market, dominated by China's premier commercial city, Shanghai.

Speaking at the opening ceremony, Li Dingfan, President of the China National Nuclear Corporation, emphasized his "personal satisfaction with the project and commitment to continued cooperation with Canada."

### A "Team Canada" effort

As the project leader, AECL led an international team to construct the reactors including Canadian, Chinese, Japanese, and American companies. On the Canadian front,

the Department of Foreign Affairs and International Trade and Natural Resources Canada were at the forefront of the "Team Canada" marketing effort led by the Prime Minister going back to 1994.



A view of Qinshan III Unit 2 and Unit 1 (background)

The Qinshan CANDU operation is not only the most successful major foreign infrastructure development project in China, but the CANDU (Unit 1) was constructed ahead of

schedule in less than 54 months—an international record for the first CANDU unit built in any country. The project was also managed efficiently and with high safety standards thanks to innovative planning and construction technologies.

### Future opportunities

To meet the future energy demands of the world's fastest growing economy, China has ambitious nuclear power development plans. The successful and early completion of Qinshan Phase III (Unit 1) gives AECL and the Canadian nuclear industry a significant commercial advantage for future sales in China and throughout Asia.

**For more information**, contact Neil Clegg, Deputy Consul General and Senior Trade Commissioner, Canadian Consulate General in Shanghai, tel.: **(011-86-21) 6279-8402**, fax: **(011-86-21) 6279-8401**, e-mail: **neil.clegg@dfait-maeci.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".)



The Canadian Trade Commissioner Service (TCS) continues to listen to its clients. Here are some highlights from the 2002 Client Survey, our third survey. For more information on our services or for more results about our surveys, visit us at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

### Summary of findings for services delivered during the 2001 calendar year

- Over 1,500 telephone interviews completed with randomly selected clients across Canada
- Interviews with business clients and partner-clients from across the country about some of the more than 15,000 services received around the world
- Very high response rate, 79%, for the third time
- Overall, 79% were satisfied with the service, statistically the same result as in the previous two surveys
- 76% of business clients are SMEs with total sales less than \$25 million annually

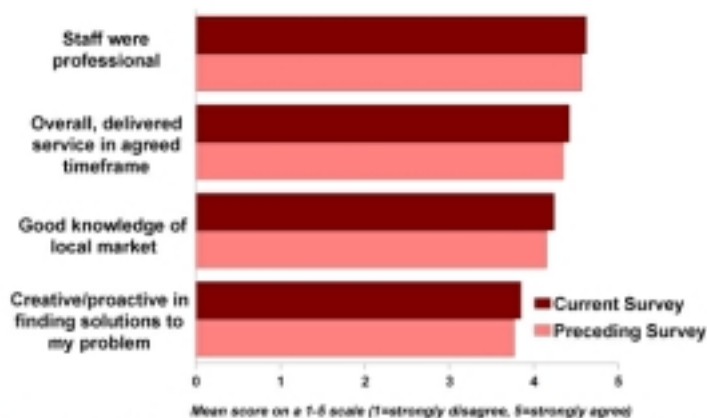
## What matters most to clients?

Attributes valued the most centre around 4 key categories: *professional service*, *responsiveness*, *providing value-added benefits*, and *TCS's contribution to client results*

## How did we do?

**High performance areas:** professionalism, responsiveness, knowledge of local market, saving time and money, and helping make better business decisions

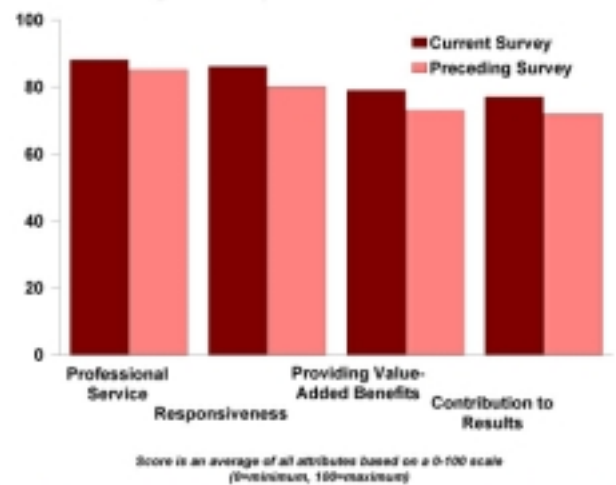
**Main areas for future improvement:** being more creative/proactive in finding solutions, giving more consistent service, contributing to competitiveness, and helping overcome red-tape



## Are we improving?

TCS improved on all categories valued by clients

**Greatest improvement:** responsiveness and providing value-added benefits



### What counts for clients? We are continuing to improve by:

- Calling on our managers to concentrate on what clients value most to maintain high satisfaction levels
- Improving consistency by making our staff more accountable for service quality
- Making it a priority to improve communications with clients about when and how to access our services
- Sending training teams to our offices abroad to improve service delivery in certain regions
- Discussing client feedback at a meeting of all our managers worldwide in November 2002
- Personalizing service even more by launching the Virtual Trade Commissioner on the Internet to offer individual Web pages to regular clients

We always welcome comments and suggestions and invite you to speak to one of our officers by calling our toll-free feedback line in Canada at 1-888-306-9991.

# Trade events calendar

## AGRICULTURE, FOOD AND BEVERAGES

**NEW DELHI, INDIA** — September 2003 — **IFE India 2003** is the second annual international food, drink and hospitality exhibition. **For more information**, contact Ram Gupta, Senior Advisor (Trade), Canadian High Commission in India, tel.: **(011-91-11) 2687-6500**, fax: **(011-91-11) 2687-5387/6579**, e-mail: **ram.gupta@dfait-maeci.gc.ca** or Anita Verma, Project Manager, ITE Group, fax: **(011-91-11) 2631-9416/9574**, e-mail: **iteindia@vsnl.in**

**FRANKFURT, GERMANY** — November 18-20, 2003 — Agriculture and Agri-Food Canada is organizing a Canadian pavilion at **Food Ingredients Europe 2003**, one of the two largest food ingredient shows in the world. **For more information**, contact Michael Price, Agriculture and Agri-Food Canada, tel.: **(613) 759-7509**, fax: **(613) 759-7480**, e-mail: **pricewm@agr.gc.ca** Web site: **www.fi-events.com**

### CANADA ON A WORLD SCALE

Canada is second to the U.S. in connectedness rankings and in PCs per capita.

For more on Canada's competitiveness, visit the Web site at:

**<http://investincanada.gc.ca>**

## ENVIRONMENTAL INDUSTRIES

**PUERTO MONTE, CHILE** — March 19-22, 2003 — **AQUASUR 2003** is an international aquaculture trade show. **For more information**, contact Francesca Massa (organizer), tel.: **(011-56-2) 756-5404**, e-mail: **fmassa@aquac.cl** or Alisha O'Hanlon, Commercial Officer, Canadian Embassy in Santiago, tel.: **(011-56-2) 362-9660 ext. 3360**, e-mail: **alisha.ohanlon@dfait-maeci.gc.ca**

## SERVICE INDUSTRIES

**JEDDAH, SAUDI ARABIA** and **MUSCAT, OMAN** — March 25-28 and April 14-16, 2003 — The **Middle East Education and Training Exhibition** (MEETE) in Jeddah, and the **Gulf Higher Education Exhibition** (GHEDEX) in Muscat, are two events that attract many foreign universities to market themselves and recruit students. **For more information**, contact Carl Pilon, Trade Commissioner, Canadian Embassy in Saudi Arabia, tel.: **(011-866-1) 488-2288**, fax: **(011-966-1) 488-**

**0137**, e-mail: **carl.pilon@dfait-maeci.gc.ca** Web sites: **www.acexpos.com** (MEETE, Jeddah) and **www.oite.com** (GHEDEX, Muscat) 🍁

## Mining in Australia

**SYDNEY, AUSTRALIA** — September 9-12, 2003 — The **Asia Pacific International Mining Exhibition (AIMEX)**, held in Australia since the 1970s, is the world's 3rd largest mining event, attracting 15,000 key mining industry professionals. Be sure to book early as space is limited. **For more information**, contact Francis L. Bourqui, Director, International Market Development, Canadian Association of Mining Equipment and Services for Export, tel.: **(905) 513-0046 ext.303**, fax: **(905) 513-1834**, e-mail: **bourqui@camese.org** Web site: **www.camese.org** or **www.aimex.reedexhibitions.com.au/** 🍁  
(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on "Trade fairs and missions".)

## Baby's Own®

— continued from page 6

The company's quality products may be found on the shelves of high-end department stores and baby boutiques across Canada.

**For more information**, contact Joy Vicente, Trade Commissioner, DFAIT, tel.: **(613) 995-1678**, e-mail: **joy.**

**vicente@dfait-maeci.gc.ca** or Ruriko Koike, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-3396**, e-mail: **ruriko.koike@dfait-maeci.gc.ca** Web site: **www.infoexport.gc.ca/ie-en/OfficeSelection.jsp?cid=515** 🍁

## 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 Web site at **www.dfait-maeci.gc.ca**

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