



# canadaxport



*Weathering the storm*

## Nagoya braves Japan's economic slowdown

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**A**sk any Canadian to identify the top three economic centres of Japan and most would correctly identify Tokyo as number one. And some would answer Osaka—the heart of the Kansai region and Japan's second most populous city—as number two. What about number three? Well, most Canadians would be surprised to learn that Nagoya is the third largest urban concentration in Japan.

Nagoya is the centre of the Chubu region—Japan's high-tech manufacturing hub—and home to industry leaders like Toyota Motor Corporation, affiliate manufacturers such as Denso and Aishin Seiki, and aerospace leader Kawasaki Heavy Industries, among many other non-affiliated manufacturers in the automotive, aerospace and high-tech industries. With an aggregate gross

*continued on page 6 — Nagoya*



Nagoya

Photo: City of Nagoya

Vol. 21, No. 4  
March 3, 2003

Supplement  
**WOMEN ENTREPRENEURS IN  
INTERNATIONAL MARKETS**  
(see insert)

*Sowing the seeds of success in India*

## Agriculture sector is booming

India is the world's fourth largest economy in terms of GDP in purchasing power parity (PPP). Therefore, opportunities for Canadian business abound in India's diverse economy, especially

in its agriculture and agri-food sector. In 2001, Canadian exports of agricultural products to India exceeded \$200 million—about one-third of Canada's total exports to India.

*continued on page 7 — India's*

Access \$25 billion with CCC

# U.S. government procurement market

**T**he General Services Administration (GSA) is the central procurement arm of the U.S. federal government and is responsible for facilitating billions of dollars in purchases every year on behalf of U.S. government departments and agencies. Canadian companies can access this US\$25 billion market by becoming a qualified supplier through the GSA Schedules program.

To sell to the GSA, you need to be on its procurement schedule. While companies can apply on their own, many elect to use consultants to assist in the submission process because completing the GSA solicitation

package can be a challenging process for those not familiar with the program. This is where the **Canadian Commercial Corporation (CCC)** can really help.

CCC specializes in sales to foreign governments and, as one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA), is extending its supply relationship to the civilian side of the U.S. government through the GSA Schedules program. CCC is working with the Washington Management Group and the Coalition for Government Procurement (CGP)—a non-profit group based in Washington, D.C.—in order to provide a cost-effective and knowledge-based service for Canadian companies looking to get GSA Schedule award status. CCC also maximizes selling opportunities by providing business and marketing intelligence.

## CCC's GSA Schedule award services

CCC offers a two-phase program to help Canadian exporters gain access to opportunities through the GSA Schedules program. Successful completion of Phase I will automatically enrol your company in Phase II.

**Phase I—Pre-contract award—**  
Submission to GSA—\$18,000

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**

The first phase is intended to support Canadian exporters applying for a GSA Schedule award. Services include submission advice and peer review by our Washington-based consultants, and advice related to GSA discussions and pricing negotiations. The cost is based on completing one GSA Schedule submission for one GSA category.

**Phase II—Post-contract award—**Marketing for five years at \$2,500 per year

The second phase is a mandatory condition for all successful pre-award contract holders. The annual membership dues (\$1,500 per year) to the CGP are included in this fee. This group provides business intelligence and networking opportunities for its more than 350 members, all of whom are GSA Schedule holders, who together account for approximately

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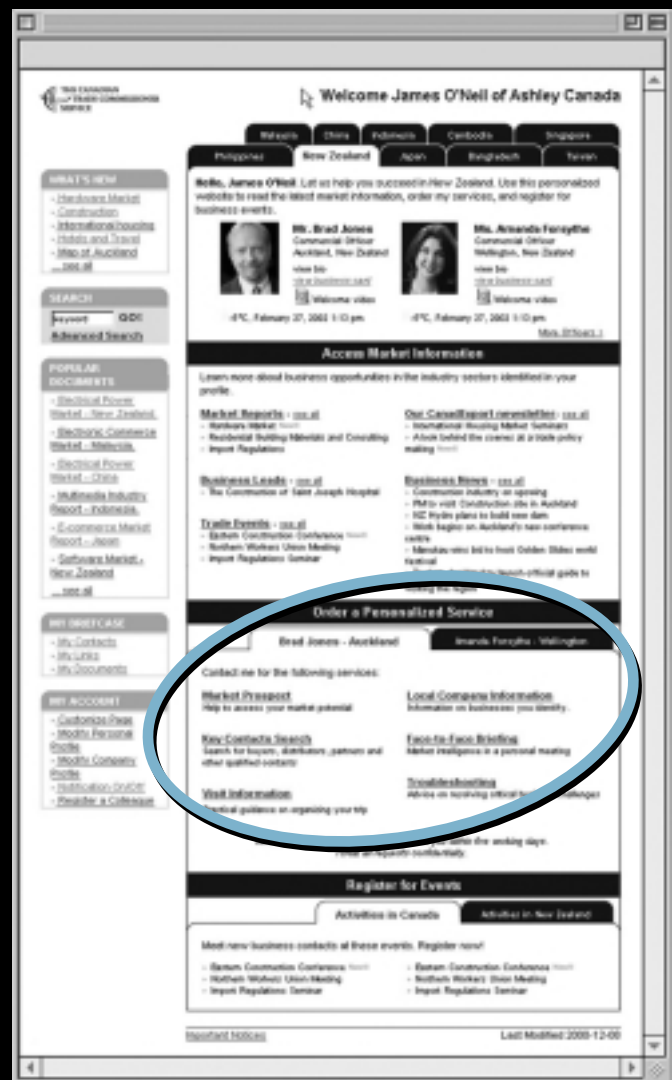
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Cross-border Exchange 2003 coming up

## Building partnerships in the medical industry

**N** IAGARA-ON-THE-LAKE, ONTARIO — May 15, 2003 — The Cross-border Exchange initiative has been fostering collaboration in the medical industry between Canada and the United States since 1996. Over 100 medical manufacturers, service firms and research institutions from both sides of the border attend each year to network, receive regulatory updates and, most importantly, find partners to sell their products and services to the rest of the world. Several alliances have been created over the years including Pharmax Ltd. of Toronto with STS DuoTek of Rochester, New York.

### Market overview

The medical manufacturing industry includes firms that research, develop, and manufacture products for the prevention, diagnosis, treatment and cure of disease. It is divided into two broad categories: medical devices and pharmaceuticals.

A dynamic Canadian-American “medical corridor” is emerging in a region stretching from Toronto through to Buffalo and Rochester, New York. It is home to more than 800 medical research, manufacturing, pharmaceu-

tical and biotech firms, employing 250,000 people. According to the Federal Reserve Bank of New York’s *The Regional Economy of Upstate New York* fall 2002 report on the medical manufacturing industry, “Upstate New York holds a strong position in U.S. medical manufacturing. If the region were a separate state, it would rank eighth nationally in medical equipment and supply employment and eleventh in pharmaceutical jobs.”

Of the world’s 50 largest pharmaceutical firms, 19 have either their world or U.S. headquarters in New York or New Jersey. Companies in both upstate New York and western Pennsylvania welcome interest from Canadian firms and look to strategic alliances as a means to grow globally. Core research is concentrated in drug discovery tools, medical devices and diagnostics, therapeutic strategies for neurological disorders and tissue and organ engineering, regenerative medicine and oncology.

Medical manufacturing is a technology-intensive, well-paying industry with promising long-term prospects. Upstate New York plays a significant and diverse role in the industry, with specializations in the manufacture of both medical devices and pharmaceuticals. The region has demonstrated a particularly strong position in medical devices and is among the top U.S. locations for this industry.

### What to expect...

The Canadian Consulate General in Buffalo is co-sponsoring the event, along with the Association of Ontario Medical Manufacturers (AOMM), the

Health Care Industries Association of Upstate New York, Ontario Exports Inc., and Empire State Corporation.

The full-day program will include such topics as: emerging medical marketing and purchasing trends, bioterrorism, the aging population market, the U.S. Health Insurance Portability and Accountability Act requirements, a CEO panel on new millennium challenges, binational medical technology transfer and a regulatory update from the U.S. Food and Drug Administration.

**For more information**, contact Mary Mokka, Business Development Officer, Canadian Consulate General in Buffalo, tel.: **(716) 858-9556**, e-mail: [mary.mokka@dfait-maeci.gc.ca](mailto:mary.mokka@dfait-maeci.gc.ca) or go to the AOMM Web site: [www.aommcanada.com/cbe](http://www.aommcanada.com/cbe) 🌟

## GSA Schedules program

— continued from page 2

half of all the dollar volume of GSA Schedule contracts.

As GSA encourages teaming among GSA Schedule holders, this is the most effective means of meeting and partnering with existing GSA Schedule holders. Having a GSA Schedule contract award is only part of the process of becoming successful in this market. The real task is to market your offerings through your Schedule award to U.S. federal government buyers. Membership in the CGP goes a long way to helping you achieve sales.

**To find out more** about application forms and payment terms or how CCC can put the power of Canada behind your export sales, go to [www.ccc.ca](http://www.ccc.ca) 🌟

### 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.dfait-maeci.gc.ca/nebs/menu-en.asp](http://www.dfait-maeci.gc.ca/nebs/menu-en.asp)

## Central Europe boom

# EU-bound countries come of age

In early December 2002, the three senior trade commissioners from Canadian embassies in Budapest, Prague and Warsaw—along with the Warsaw-based representative of Export Development Canada (EDC)—participated in an outreach program in Ottawa, Montreal, Toronto, Windsor, Saskatoon, Calgary and Vancouver, attracting some 1,100 participants. The three posts in Central Europe, in cooperation with EDC, are implementing a regional promotional approach to Central Europe rather than focusing on individual country markets.

The seminars had four objectives: promote Central Europe as an attractive market for Canadian exporters; raise the profile of the region as a whole in Canada; meet exporters in priority sectors (food and agriculture products; environment; construction; transportation and automotive; information and communications technologies); and invite Canadian exporters already active in one Central European country—along with the organizations supporting them—to widen their horizons and explore market opportunities in the rest of the region.

### Opportunities

The European Union (EU) accession in May 2004 of Poland, Hungary, the Czech Republic, Slovakia and Slovenia—65 million consumers strong—will provide Canadian firms in the region with a stepping stone to what will become the largest free trade zone in the world—the EU. In addition, the gatherings across Canada stressed that the Central European region can also provide Canadian companies with a gateway to Eastern Europe and the Balkans.

There are excellent opportunities in Central Europe for Canadian exporters and investors who wish to approach new local markets from a base within the region. Generally, growth in Central Europe has been higher on average than in other European countries; the EU predicts impressive economic growth of 4% for 2003 and 2004, the largest growth of any region in the world.



Central Europe has also received a very large amount of foreign direct investment in the last five years. All this good news has created an environment where attractive projects in all areas of industrial activity are being planned, and Canadian companies are in an excellent position to pursue them.

### Look to the future

Feedback from the events indicates that many participants intend to pursue

opportunities in Central Europe. “The networking was great. I will be contacting the presenters,” said one participant. The outreach tour also proved that Canadian businesses have become more sophisticated in their understanding of the region. The perception of Central Europe is changing; it is no longer in transition, but offers excellent business opportunities in a low-risk, sophisticated environment with fewer competitors (for a little while anyway).

**For more information**, consult the Warsaw, Budapest and Prague sections of the Trade Commissioner Service Web site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)) or contact Pierre Boucley, Trade Commissioner, Baltic, Central European and Eastern Mediterranean Countries Division, DFAIT, tel.: **(613) 992-1449**, fax: **(613) 995-8756**, e-mail: [pierre.boucley@dfait-maeci.gc.ca](mailto:pierre.boucley@dfait-maeci.gc.ca) 🍁

## The Renaissance Eastern Europe program

Do you want to invest in Central and Eastern Europe? The Canadian International Development Agency (CIDA) can help. The **Renaissance Eastern Europe** (REE) program is administered by CIDA and aims to support Canadian firms that want to invest in Central and Eastern European countries to promote sustainable economic growth. The REE program supports the creation of joint ventures and subsidiaries and co-finances viability studies to analyze all factors in establishing a profitable business. The program also co-finances training for new business staff. By paying part of the costs, the program helps to reduce some of the risks involved in business investments.

Investing in Central and Eastern European countries gives Canadian companies access to new markets and qualified human resources. The REE program can be a gateway for Canadian investors who wish to grow in the European Union.

**For more information** on the REE program, tel.: **(819) 956-8343**, toll-free in Canada: **1-800-230-6349**, fax: **(819) 994-1208**, Web site: [www.acdi-cida.gc.ca/ree](http://www.acdi-cida.gc.ca/ree) 🍁

## New regulations for Canadian exporters

# China adopts compulsory product mark

**C**hina has created regulations for a new compulsory product certification mark called the China Compulsory Certification (CCC). The new regulations are to be fully implemented in May 2003 and cover a total of 132 products. As of May 1, 2003, these products will need to obtain the compulsory CCC mark before being imported to, or exported from, China.

The new mark replaces the old CCEE mark (quality assurance symbol for China-made products) and the CCIB mark (quality assurance symbol for imported products). The CCC scheme



will standardize technical regulations, certification marks and fee schedules for both domestic and imported products. These changes stem from China's commitment to conform to the World Trade Organization's Agreement on Technical Barriers to Trade. Canadian companies exporting to China are urged to prepare for the new system and take necessary action to receive the CCC mark. More information on how to apply for the CCC mark is available on the China Quality Certification Centre Web site at [www.cqc.com.cn/index-e.htm](http://www.cqc.com.cn/index-e.htm)



In addition to the application, product inspection and label costs, applicants are also responsible for factory and annual inspection costs. Companies applying for the CCC mark must also provide the inspection body with a detailed list of production and testing equipment and key components for all products being exported to China.

**For more information**, contact Eric Pelletier, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: **(613) 996-7177**, e-mail: [eric.pelletier@dfait-maeci.gc.ca](mailto:eric.pelletier@dfait-maeci.gc.ca) or Pierre Pyun, Trade Commissioner, Canadian Embassy in Beijing, tel.: **(011-86-10) 6532-3536**, e-mail: [pierre.pyun@dfait-maeci.gc.ca](mailto:pierre.pyun@dfait-maeci.gc.ca) ✪

(To find out about the product categories covered by the new regulations, go to the unabridged version of this article at [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Roadmap to China and Hong Kong.")

## Nagoya, Japan's high-tech manufacturing hub — continued from page 1

domestic product of over \$600 billion and one of the highest per capita incomes in the world, the Chubu would qualify for G7 membership if it were an independent country.

However, such facts often get obscured in the doom and gloom economic forecasts coming out of Japan. Relative to other regions in Japan, the Chubu region has managed to remain stable in the current economic climate. With its focus on the highly competitive automotive and aerospace industries, the manufacturing sector has always required highly efficient production practices and lean corporate structures.



### The Chubu agri-food market

The region's agri-food market is worth over \$40 billion annually. As the traditional import and distribution systems collapse due to market deregulation and less-than-ideal economic conditions, excellent opportunities for Canadian food exporters—particularly of processed foods, seafood and meat products—are opening up at the food service and retail levels.

### Chubu building products market

The Chubu region accounts for approximately 9% of national housing starts, or the equivalent of 103,500 new homes in 2001. This represents a 4.7% reduction compared with 2000

but is consistent with the national trend toward fewer housing starts. Yet in the Chubu region—especially the Nagoya area—wood frame housing starts account for 12% of new housing compared with the national average of only 10%.

**For more information** on opportunities in the Chubu region, contact Charles Gardner (Agri-food sector), Commercial Officer, Canadian Consulate in Nagoya, e-mail: [charles.gardner@dfait-maeci.gc.ca](mailto:charles.gardner@dfait-maeci.gc.ca) or Naoki Makino (Building Products), Commercial Officer, e-mail: [naoki.makino@dfait-maeci.gc.ca](mailto:naoki.makino@dfait-maeci.gc.ca) Both can be reached at tel.: **(011-81-52) 972-0450**, fax: **(011-81-52) 972-0453**, e-mail: [nagoya@dfait-maeci.gc.ca](mailto:nagoya@dfait-maeci.gc.ca) Web sites: [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and [www.dfait-maeci.gc.ca/ni-ka/](http://www.dfait-maeci.gc.ca/ni-ka/) ✪

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

*High tech at high altitude*

## Canadian Technology Week in Peru a success

Last November, the Canadian Embassy in Lima organized **Canadian Technology Week**, a multi-sectoral match-making mission for Canadian firms.

Thirty Canadian companies from five technology-related sectors participated—one of the largest Canadian delegations ever to attend a technology-focused event in Peru. Canadian companies delivered outstanding presentations on their products and services and met with a number of potential distributors as

well as key clients during one-on-one meetings.

The event was also host to the first “Connectivity Roundtable,” organized by the Canadian Embassy in Lima and Industry Canada. The roundtable gathered the most important players in Peru’s connectivity agenda. A number of top business executives and key government officials participated in all sectoral seminars. In addition, a number of potential deals for Canadian companies are in the works, and the outstanding success of the roundtable may become the starting

point for an informal Canada-Peru working group on connectivity—an initiative that would eventually open the door for Canadian business.

Peru, a free-market economy, is expanding and offers great potential for Canadian business. The support for foreign investors in Peru has contributed to a business environment that is dynamic and open, and the current government’s commitment to disciplined fiscal management has helped make Peru’s economy one of the fastest growing in the region.

**For more information**, contact Katia Rivadeneyra, Commercial Officer, Canadian Embassy in Lima, tel.: **(011-511) 444-4015 ext. 3356**, fax: **(011-511) 444-4347**, e-mail: [katia.rivadeneyra@dfait-maeci.gc.ca](mailto:katia.rivadeneyra@dfait-maeci.gc.ca) or [lima-td@dfait-maeci.gc.ca](mailto:lima-td@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/pe](http://www.infoexport.gc.ca/pe) 🌟

## India’s agriculture sector is booming — continued from page 1

### Market overview

India is a large importer of agricultural products, especially pulses (green and yellow peas, chick peas and lentils). Other major items imported on a regular basis include edible oils, cashews and other nuts, fruit, wool and silk, wood and wood products, and raw cotton. During production shortfalls, India also imports wheat, rice, sugar and cotton.

Some of the areas identified for accelerated growth include fruit juices, cereals, fresh fruit, confectionery, dairy products, alcoholic and non-alcoholic beverages, seafood and pork. Opportunities also exist for the creation of infrastructure for bulk grain handling, storage and transportation, and cold chains for preserving horticultural crops.

Recently, demand has been growing for fast food, since almost all major multinational food companies have now been established in India. A recent study by McKinsey & Co. predicts that India’s domestic processed food sector is expected to more than double from its current level of US\$20 billion to over US\$50 billion by 2005.

### Barriers to growth coming down

Starting in 1991, India began a reform process that cut tariffs from as high as 300% to a maximum of 40% by 1998. Tariff and tax rates have been simplified and slashed and the rupee has been made partly convertible. In addition, regulations and approval mechanisms have been eliminated or simplified—including many restrictions on imports—while a number of sectors have been opened to foreign direct investment.

On April 1, 2001, all remaining quantitative restrictions were removed.

**For more information** on India including detailed market information, go to DFAIT’s Web site: [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca) or contact:

- James Gilmour, Trade Commissioner, South Asia Division, DFAIT, tel.: **(613) 944-1342**, e-mail: [james.gilmour@dfait-maeci.gc.ca](mailto:james.gilmour@dfait-maeci.gc.ca)
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# Trade events calendar

## CONSUMER PRODUCTS

**MANAMA, BAHRAIN** — April 15-18, 2003 — **Homestyle 2003** is an international home decoration, furniture and appliance trade fair. **For more information**, contact Rasha Serry, Commercial Officer, Canadian Embassy in Riyadh, tel.: **(011-966-1) 488-2288 ext. 3359**, fax: **(011-966-1) 488-0137**, e-mail: **rasha.serry@dfait-maeci.gc.ca** Internet: **www.homestyle.com.bh**

## HEALTH INDUSTRIES

**TEHRAN, IRAN** — May 25-29, 2003 — **Iran Med 2003** is the 8th international fair on medical, dental, laboratory and pharmaceutical equipment. The last fair attracted over 70,000 visitors from 650 major medical and pharmaceutical companies, 250 of which were international firms. **For more information**, contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy in Tehran, tel.: **(011-98-21) 873-2623/6**, fax: **(011-98-21) 875-7057**, Web site: **www.infoexport.gc.ca**

## METALS, MINERALS & RELATED TECHNOLOGY

**BELO HORIZONTE, BRAZIL** — September 23-26, 2003 — Be a part of the Canadian pavilion at **Exposibram 2003**, a mining, equipment and services trade fair. Now in its 10th year, Exposibram attracted over 27,000 visitors in 2002. **For more information**, contact Francis Bourqui, Canadian

Association of Mining Equipment and Services for Export, tel.: **(905) 513-0046**, e-mail: **bourqui@camease.org**

## ENVIRONMENTAL INDUSTRIES

**BANGKOK, THAILAND** — July 24-27, 2003 — **Entech/Pollutech Asia**, the international exhibition on environmental protection and pollution control technology, is Thailand's longest running environmental industry event, with sub-shows comprising Lab Tech, Water Asia and Cleantech. **For more information**, contact Patcharin Jedsadajin, CMP Media, tel.: **(011-662) 642-6911**, fax: **(011-662) 642-6919**, e-mail: **patcharin@cmpthailand** Web site: **www.cmpthailand.com** or Surin Thanalertkul, Commercial Officer,

Canadian Embassy in Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bngkk-td@dfait-maeci.gc.ca** Web site: **www.bangkok.gc.ca**

**BANGKOK, THAILAND** — October 2-4, 2003 — **Aquatec Asia 2003** is the leading show in Asia on water technology, products and services. **For more information**, contact Sanit Karunyavanij, Bangkok Rai, tel.: **(011-662) 960-0141**, fax: **(011-662) 960-0140**, e-mail: **aquatech@bkkrai.com** Web site: **www.aquatech-asia.com** or Surin Thanalertkul, Commercial Officer, Canadian Embassy in Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bngkk-td@dfait-maeci.gc.ca** Web site: **www.bangkok.gc.ca** 🌟

## Water Middle East 2003

**MANAMA, BAHRAIN** — October 6-8, 2003 — **Water Middle East 2003** is the premier regional event showcasing a broad spectrum of water-related technologies, products and services.

Financial assistance may be applied for through the Program for Export Market Development (PEMD) for some of the participation costs (eligible companies could be reimbursed up to 50% of their expenses for travel, booth rental, etc.). **For more information** on PEMD, go to **www.infoexport.gc.ca/pemd/menu-e.asp**

**For more information** on exhibiting, contact Amy Schur, UNILINK-Canadian Representative for Water Middle East, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **ah@unilinkfairs.com**

**For market information**, contact Mike Lazaruk, Trade Commissioner, Canadian Embassy in Saudi Arabia, tel.: **(011-966-1) 488-2288 ext. 3353**, fax: **(011-966-1) 488-0137**, e-mail: **michael.lazaruk@dfait-maeci.gc.ca** or Maher Abou-Guendia, Senior Trade Commissioner, DFAIT, tel.: **(613) 944-5984**, fax: **(613) 944-7431**, e-mail: **maher.abou-guendia@dfait-maeci.gc.ca** Web site: **www.water-middle-east.com** 🌟

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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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