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## ▶ TOP STORIES

### Taking down trade barriers for women

It's International Women's Day on March 8, a day to celebrate the achievements of women across the globe. But more than that, it's an opportunity to address the social, economic and political barriers that women continue to face. *CanadExport* looks at the state of women in international trade. [see page 3](#)



### Seventh wonder of the world?

India may soon be the seventh-largest economy in the world, but its impressive gains over the last 15 years have outpaced its infrastructure capacity. With a Canadian trade mission heading to India next week, Canada hopes to fill some of those infrastructure gaps, as well as stimulate exports and two-way investment. [see page 5](#)

### Canadians make unprecedented investment in Turkey

Two of Canada's biggest pension funds have announced they will be making notable investments in Turkey, one of the world's booming emerging markets. Canadian trade commissioners in Turkey are hoping Canadian businesses will invest there too. [see page 4](#)



## ▶ ALSO IN THIS ISSUE

### ▶ Breaking through border security opportunities

High technology will play a big role in creating seamless but protective borders between Canada, the U.S. and Mexico, rather than higher walls and elaborate physical barriers. [see page 2](#)

### ▶ Opportunities may soar at airport show

Dubai, May 28-30, 2007 > The Airport Show is the largest showcase for airport equipment, technology and services across the Middle East, Africa and the Indian subcontinent. [see page 6](#)

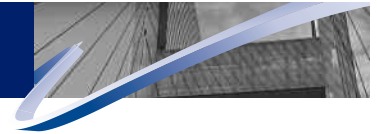
### ▶ Colombian agricultural fair biggest in South America

Bogotá, July 12-22, 2007 > The Canadian Embassy in Bogotá invites Canadian exporters to participate in the Canadian pavilion at *Agroexpo 2007*, an international trade fair for agri-food, livestock, agriculture machinery, food technology and the environment. [see page 6](#)

FACTS & FIGURES  
[see page 7](#)

TRADE EVENTS  
[see page 8](#)





## Breaking through border security opportunities

High technology will play a big role in creating seamless but protective borders between Canada, the U.S. and Mexico, rather than higher walls and elaborate physical barriers.

That was the message coming out of **ComDef**, a defence conference recently held in Tucson, Arizona.

Speakers at the conference noted that technologies meant to detect threats farther away from borders are in high demand, as are innovations aimed at uniting diverse law enforcement systems.

“We don’t want the border to become an impediment to trade or security,” said Mike Theilmann of Public Safety and Emergency Preparedness Canada. “No one wants to end up in isolation.”

In the rush to apply high technology on borders, security experts said that the speed of industry is far outpacing the U.S. defence procurement system. That was good news for Canadian security equipment and technology companies looking for opportunities in the U.S. security marketplace.

David Johnson, director of digital security programs at Intel Corporation says that rather than putting out requests for proposals for specific systems, off-the-shelf and boutique solutions to border security will win the lion’s share of U.S. contracts over the next five years—a fact that could open doors for Canadian businesses.



Canadian institutions might also benefit from news that a university consortium is being created to pursue grant-funded collaborative research projects in security technologies. The University of Arizona is joining eight other universities to establish the new Southwest Border Security Consortium, which could open doors for Canadian research partnerships.

ComDef was attended by more than 200 defence vendors, including more than two dozen Canadian companies and representatives.

**For more information**, contact Rick Stephenson or David Von Behren, Canadian Consulate in Tucson, tel.: (520) 622-3641. ◀



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## Taking down trade barriers for women

Canadian businesswomen are starting companies at twice the rate of men. What's more, they're exporting all over the world and finding success. Yet in spite of these successes, women are still facing barriers when it comes to pursuing trade opportunities.

One Canadian woman who has enjoyed export success is Kathy Kastner, CEO of Health Television System Inc., whose Toronto-based company delivers patient education to teaching hospitals across North America. Kastner participated in the first Canadian trade mission for businesswomen in 1997.

Prior to joining that historic team effort, Kastner did not export. Today, over 60% of her sales are to the U.S. "Without that trade mission, I don't even think we'd be in the U.S.," she says. "It was that powerful. I was able to take advantage of what was offered and change my perception, course and strategy."

Kastner is just one successful Canadian entrepreneur among many who have no doubt faced challenges in getting their export businesses going. Some of the biggest obstacles for anyone looking to export include international marketing, the cost of developing new markets, as well as finding local partners and distribution channels.

In addition, Helena Guergis, Secretary of State for Foreign Affairs, International Trade and Sport, says women face unique, gender-based challenges in the pursuit of trade opportunities.

"Cultural differences—such as those faced by businesswomen in the Middle East, South Africa, India and South America—and not being taken seriously as business owners are two such challenges," says Guergis.

A 2004 study published in the *Journal of Small Business and Entrepreneurship* found that 75% of female business owners believe that their gender has an influence on their ability to export. Among this group, many find that their gender is a disadvantage, citing lack of respect from male business owners, and a perceived bias against women on the part of financial institutions as key challenges.

Another report found that some women-owned firms were not performing as well as male-owned firms, and cited the lack of mentors and role models, smaller professional networks, and even a lack of spousal or peer support as possible reasons.

"The challenges become even more acute for women in developing countries," says Guergis, who says that the



barriers are exacerbated by poor education and training, and a lack of knowledge of international trade regulations.

That's where Foreign Affairs and International Trade Canada (DFAIT) can help. It funds research and provides resources such as a website, newsletters and trade missions to help accelerate Canadian exporting success for women.

"Whether women want to know how to begin exporting or whether they want assistance in tapping into new global markets, we can help steer the way," says Josie Mousseau, a Canadian trade commissioner.

The Canadian Trade Commissioner Service is a network of more than 900 trade commissioners working in Canada and overseas and helps companies succeed in foreign markets by providing timely advice, valuable business intelligence and in-market assistance.

"Since fewer than 10% of Canadian women entrepreneurs are exporting now, there are huge opportunities for women to grow and expand their businesses internationally."

Women entrepreneurs can look to *Businesswomen in Trade* (previously known as *Going Global: Women Entrepreneurs in International Markets*), an annual newsletter published by DFAIT that showcases pioneering Canadian women exporters who are contributing to the country's international competitiveness. The newsletter also features resources across Canada that businesswomen can use to help them succeed in foreign markets. This year's issue marks the 10th anniversary of the

[see page 7 -Women entrepreneurs](#)

## Big investors breed new confidence in Turkish market

The recent announcement that two of Canada's biggest pension funds will be investing in Turkey has further strengthened the country's stature as one of the top emerging markets in the world.

The Ontario Teacher's Pension Plan and the Canada Pension Plan Investment Board have created Actera Partners, a fund focused exclusively on investment opportunities in Turkey. The two large Canadian investors have committed some \$115 million each to the fund, a sign that these investors are counting on Turkey to deliver big profits.

Jim Leech, senior vice-president of Teachers' Private Capital, says "Turkey is an attractive private equity market, with a large and growing population, a high number of quality mid-market businesses, and a developing economy which is expected to benefit from becoming increasingly harmonized with Europe."

Canadian trade commissioners in Turkey are hoping Canadian businesses will take the same global approach to their investment mandates when it comes to Turkey. They are organizing a conference and trade mission on May 10 so Canadian entrepreneurs can take advantage of Turkey's great potential.

"Canadian exporters and investors from all sectors are invited to join the mission and conference," says Catherine Gosselin, a senior trade commissioner with the Canadian Embassy in Turkey.

These two events will focus on priority areas like energy, mining, information and communications technology and agriculture and agri-food. But areas like transportation, aerospace and defence, construction, health, industrial automation and the environment also show tremendous promise for exporters and investors.

The conference includes seminars on wireless and mobile applications and their impact on e-government and e-commerce, investment opportunities in the growing energy market, and balancing risks and opportunities in Turkey's

emerging economy. The conference is part of a multi-sector trade mission to Turkey that will take place from May 7 to 11, 2007, starting in Ankara and travelling to other major cities.

### Biggest opportunities in telecoms

While opportunities are not limited to specific sectors, Gosselin points out that some of the biggest ones are to be found in Turkey's telecommunications sector, which is growing rapidly at 7% per year.

"The Turkish wireless market in particular is one of the largest in the region due to the country's large population," says

Gosselin. "The market was officially liberalized in 2004, and new regulations have been introduced to encourage new entrants into the telecom market. Turkey's launch of e-government continues, which offers opportunities for Canadian firms to cooperate with local software and system integration companies," she adds.

The introduction of third generation mobile phone technologies (3GSM) in 2007 is also expected to create opportunities for ICT companies, especially those capable of providing software for value-added services. Other opportunities include wireless Internet, broadband services, ultra-wide band, high-speed data and leased line services and Wimax.

"But it doesn't matter what sector, there is a market in Turkey for a broad range of products and services," adds the

trade commissioner, who hopes that Canadian businesses will see that the confidence placed in Turkey by two large Canadian investors last month will send a signal to other exporters and investors, in all sectors, that Turkey is open—and ready—for their business.

**For more information** on some of the hot sectors in Turkey, go to [www.ctbc.ca/cgi-bin/epages.pl?pageid=27&id=128&language=en&password=&username=](http://www.ctbc.ca/cgi-bin/epages.pl?pageid=27&id=128&language=en&password=&username=).

For more information on the trade mission and conference, go to [www.ctbc.ca](http://www.ctbc.ca), or contact Aida Viveiros, Canadian Turkish Business Council, Canadian Manufacturers & Exporters, tel.: (905) 672-3466, email: [info@ctbc.ca](mailto:info@ctbc.ca). ◀



## Canada sets its sights on India

After reinventing itself in the 1990s by instituting wide-ranging economic reforms, India today is flourishing. An entrepreneurial spirit has emerged and its economy is growing at a blistering pace. But all is not picture perfect in the land of the Taj Mahal.

The infrastructure gap is taking a heavy toll on the country, stalling growth by 1 to 2%. As a result, India is investing some \$200 billion in infrastructure over the next 10 years—which is good news for Canada.

“India’s need for effective transportation, for power generation, for environmental protection and for urban planning will grow, and that’s where Canada can help,” says David Emerson, Minister of International Trade. Canada is leading a trade mission to India to increase two-way investment, stimulate exports and focus on promoting Canada’s world-class infrastructure capabilities to a market many say is unable to keep up with its economic ambitions.

Emerson points out that Canada is home to a broad range of experienced companies in construction, architecture, design, engineering and telecommunications. In fact, telecommunications and high technology provide a clear example of the important role played by investment in the Canada-India relationship.

Canada is a growing destination for Indian software investment. Investors are attracted by the opportunity to penetrate the North American market from a Canadian base. And they like Canada’s low-cost environment and incentives for research and development.

“To bring our investment relationship to a new level, we’re negotiating an agreement with India that will give investors in both countries the access and protection they need to each of our markets. We hope to conclude this very soon,” says Emerson.

Improving Canada’s export and investment relationship with India is a priority for the Government of Canada, especially given the strong foundation built between the two countries and the fact that India is projected to be the world’s seventh-largest economy by 2020, up five spots from where it currently sits.

Last year, Canadian exports to India reached \$1.7 billion—a 54% increase over 2005. Canadian imports from India reached \$1.9 billion—a 7.4% increase over 2005.



“These increases are good news, and show that Canadian companies are making inroads into the Indian market,” says Emerson, who adds that Canada’s performance is still a far cry from where it should be. “India is Canada’s 14th-largest export market, while Canada is India’s 22nd-largest export market.”

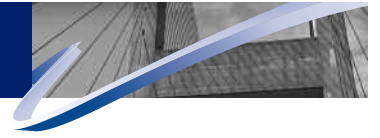
The Canada-India investment relationship is equally modest, with \$145 million of Indian foreign direct investment into Canada in 2005, and \$204 million of Canadian direct investment into India. While these figures don’t take into account Indian investments that come to Canada from third countries, the fact remains that India accounts for less than 1% of total foreign direct investment in Canada.

Canada continues to encourage India to implement its economic reforms—particularly on tariffs and investment barriers, and in addressing corporate governance. But the tables have started to turn.

“We can do better,” says Minister Emerson. “it’s no longer simply a case of India catching up to the world. It’s becoming a case of the world catching up to India.”

This trade mission, which takes place from March 12-16, is an opportunity for Canada to show what it can offer as India continues its climb as an economic power.

For more information, go to [www.international.gc.ca/commerce/india/menu-en.asp](http://www.international.gc.ca/commerce/india/menu-en.asp). ◀



## Opportunities may soar at airport show

Dubai, May 28-30, 2007 > The Airport Show is the largest showcase for airport equipment, technology and services across the Middle East, Africa and the Indian sub-continent.

First organized in 2001 for the pre-qualification of suppliers to the \$5-billion expansion of the Dubai International Airport, the event has since developed into the region's premier airport event. With over \$50 billion earmarked for the development of aviation infrastructure across this region, Canada will, for the first time, have a stand at this event so Canadian companies can potentially benefit.

This event allows suppliers to meet with regional civil aviation departments, their consultants and the contractors working on regional airport expansions.



Massive airport development projects, unprecedented airline expansions and ever-soaring passenger traffic are turning the wider Middle East into an aviation supplier's hub. The construction of brand new airports, new terminals, concourses, runways and the modernisation of existing facilities have been fuelled by a marked increase in tourism, airline expansions and competition among regional aviation authorities.

For more information, contact Daniyal Qureshi, Airport Show, tel.: (011-971-4) 332-9029, fax: (011-971-4) 332-9648, email: [daniyal@smg-online.com](mailto:daniyal@smg-online.com), website: [www.theairportshow.com](http://www.theairportshow.com). ◀

## Colombian agricultural fair biggest in South America

Bogotá, July 12-22, 2007 > The Canadian Embassy in Bogotá invites Canadian exporters to participate in the Canadian pavilion at **Agroexpo 2007**, an international trade fair for agri-food, livestock, agriculture machinery, food technology and the environment.

Agroexpo is considered South America's largest international trade fair in this sector. Participants will be able to explore and

develop business opportunities in the Colombian market, as well as in the Andean countries of Venezuela, Ecuador and Peru, and other South American markets.

For Canadian companies already doing business in Colombia, it is the perfect occasion to strengthen existing relations.

For more information, contact Juan Carlos Navia, Canadian Embassy in Colombia, email: [bgota-td@international.gc.ca](mailto:bgota-td@international.gc.ca) or [juancarlos.navia@international.gc.ca](mailto:juancarlos.navia@international.gc.ca), tel.: (011-57-1) 657-9856, fax: (011-57-1) 657-9915, website: [www.agroexpo.com](http://www.agroexpo.com). ◀

## Paris, world capital for composites

Paris, April 3-5, 2007 > Canadian entrepreneurs will not want to miss the **JEC Composites Show**, an international gathering for makers of composite products.

A composite is a product made with a minimum of two materials—one being a solid material and the other a binding material which holds both together.

Canadian trade officers believe this event will provide an excellent opportunity for industry professionals to meet and get detailed information on the latest innovations in the area of raw materials, processes, machines and products related to composites.

This international show will include a Canadian pavilion showcasing Canadian industry leaders. The Canadian Embassy in Paris will arrange a workshop at the pavilion on partnerships in science and technology between companies and research

institutes in Canada, France and Belgium. There will also be a networking event at which Canadian entrepreneurs can connect with influential decision-makers and key contacts in the European composite industry.

Canada's presence at this show is coordinated by the Canadian Plastics Industry Association (CPIA), which will recruit participants and handle arrangements at the pavilion.

The 2006 show was attended by some 900 exhibitors from 40 countries. Over 25,500 industry professionals from around the world were registered, including more than two-thirds from outside France, a big increase over 2005.

For more information, contact Duncan Cross, CPIA Composites Council, email: [dcross@cpia.ca](mailto:dcross@cpia.ca), websites: [www.cpia.ca](http://www.cpia.ca) and [www.jecomposites.com/jec-show](http://www.jecomposites.com/jec-show).

For more information on the composites sector, contact Geneviève Dompierre, Canadian Embassy in Paris, email: [genevieve.dompierre@international.gc.ca](mailto:genevieve.dompierre@international.gc.ca). ◀

## Talk of U.S. slowdown premature

A slowdown in U.S. growth has been anticipated for some time. However, despite intermittent signs to the contrary, the expected slump does not seem to have gotten underway.

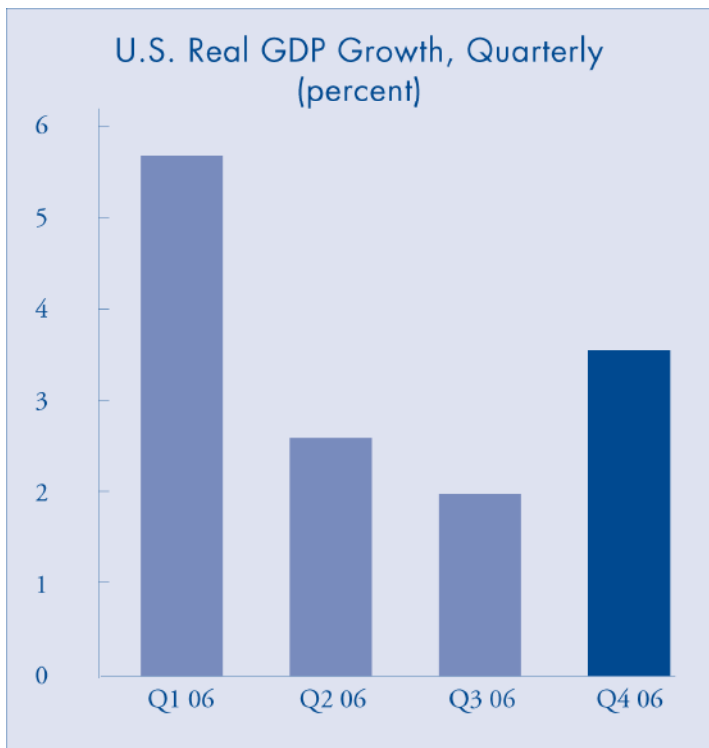
Although real GDP growth slowed over the first three quarters of 2006, preliminary results indicate fourth quarter growth came in at an annualized rate of 3.5%. This results in overall growth of 3.4% in 2006, well in line with growth over the past several years.

More importantly, consumer spending remains strong, rising 4.4% in the fourth quarter, and while the housing market continues to create a drag on growth—housing starts declined by 12.9% in 2006—it has not had as big an effect as some had expected.

Furthermore, the unemployment rate is 4.6% as of January 2007, near the lowest rate in the past five years. U.S. interest rates are also high enough that there is room for rate cuts to be made and thus stimulate the economy, in the event a slowdown does occur.

The U.S. economy does face challenges, but the serious recession some have feared has, at least so far, not materialized.

*Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada (www.international.gc.ca/eet).* ◀



## Women entrepreneurs - from page 3

first trade mission for businesswomen and features some of the more than 100 women who participated in that historic event.

### Celebrating our cultural exports

As part of the thousands of events taking place around the world marking International Women’s Day, the annual **Women In Film and Television International Short Film Showcase** will celebrate the outstanding filmmaking talents of women around the world. The Toronto event will feature 11 Canadian and international short films and Guergis will be a speaker at the event.

“Canadian businesswomen—and indeed businesswomen from around the world—deserve the same access to financing, benefits and market assistance and access that their male counterparts enjoy and the Government looks forward to working with Canadian women to help them capture these opportunities,” says Guergis.

**For more information** on the Canadian Trade Commissioner Service, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca), or contact Josie Mousseau, Foreign Affairs and International Trade Canada, email: [josie.mousseau@international.gc.ca](mailto:josie.mousseau@international.gc.ca), tel.: (613) 943-4556. ◀



Several thousand women and supporters march on Yonge Street in Toronto to celebrate International Women’s Day on March 11, 2006.

CP PHOTO/TORONTO STAR - Richard Laulens



## AGRICULTURE, FOOD AND BEVERAGES

**London, May 22-24, 2007 > The London International Wine & Spirit Fair** will welcome a diverse array of buyers like independent U.K. wine merchants, Scottish restaurant owners and Swedish monopolies. The fair is the best place to find new suppliers, niche labels and new ideas.  
**Contact:** Ros Burridge, Canadian High Commission in London, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, email: [ros.burridge@international.gc.ca](mailto:ros.burridge@international.gc.ca), website: [www.londonwinefair.com](http://www.londonwinefair.com).

**Santiago, July 12-14, 2007 > Vinitech America Latina 2007** is an international exhibition of equipment and services for vineyards, wine bottling, packaging, transportation and marketing. Parallel activities include work meetings, visits and technical conferences.  
**Contact:** Canadian Embassy in Chile, tel.: (011-56-2) 652-3800, fax: (011-56-2) 652-3915, email: [santiago.commerce@international.gc.ca](mailto:santiago.commerce@international.gc.ca), websites: [www.santiago.gc.ca](http://www.santiago.gc.ca) and [www.vinitech.cl](http://www.vinitech.cl).

**Colombo, July 20-22, 2007 > Profoods 2007** is the most comprehensive processed food and packaging exhibition in Sri Lanka and will create an ideal opportunity for food and beverage manufacturers, importers and exporters alike to strengthen their brand values and image among clients.  
**Contact:** Shyama Suraweera, the Canadian High Commission in Sri Lanka, tel.: (011-94-11) 532-6232, fax: (011-94-11) 522-6297, email: [shyama.suraweera@international.gc.ca](mailto:shyama.suraweera@international.gc.ca), website: [www.saexhibitions.com](http://www.saexhibitions.com).

## BUILDING PRODUCTS

**Tripoli, May 21-24, 2007 > Libya Build 2007** is an international building and construction exhibition and is playing a major role in bringing together the country's decision makers and the leading international companies in the building and construction sector.  
**Contact:** Canadian Embassy in Libya, tel.: (011-218-21) 335-1633, fax: (011-218-21) 335-1630, email: [trpli@international.gc.ca](mailto:trpli@international.gc.ca), website: [www.libyabuildexpo.com](http://www.libyabuildexpo.com).

## ICT

**San Diego, June 20-22, 2007 > The BREW 2007 Conference** is the place to learn about the latest in wireless data and is an educational and networking event that attracts an innovative and influential community of developers, publishers, content providers, device manufacturers, technology providers and operators from around the world.  
**Contact:** Jim Feir, Canadian Consulate in San Diego, tel.: (619) 615-4286, fax: (619) 615-4287, email: [jim.feir@international.gc.ca](mailto:jim.feir@international.gc.ca), website: [http://brew.qualcomm.com/brew/brew\\_2007](http://brew.qualcomm.com/brew/brew_2007).

## OIL & GAS

**Veracruz, June 27-30, 2007 > The International Petroleum Congress and Exhibition** includes a technical conference and will include all of Mexico's major oil and gas professional associations.  
**Contact:** Andrea Scholtes, Canadian Embassy in Mexico, tel.: (011-52-55) 5724-7900, fax: (011-52-55) 5724-7982, email: [mexico.commerce@international.gc.ca](mailto:mexico.commerce@international.gc.ca), website: [www.congresointernacionaldelpetroleo.com.mx](http://www.congresointernacionaldelpetroleo.com.mx). ◀

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