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Getting a kick out of South Africa

South Africa is hosting the 2010 World Cup of soccer, and while this may be only three years away, Canadian entrepreneurs can still score big on a variety of opportunities. Canadian trade officials in Johannesburg are there to help. [see page 3](#)



Logistics or bust

Supply chain management and logistics don't sound like the most interesting subjects to discuss over lunch. But if you're doing business abroad, ignoring logistics can turn profit into debt. *CanadExport* takes a look at what Canadian businesses can do to get their logistics right. [see page 5](#)

Aboriginaltrade.ca goes live

Over 27,000 Aboriginal people in Canada are business owners and the number is growing steadily. Many of those are also selling their goods and services internationally. A new website is helping Aboriginal firms tap into these global markets. [see page 2](#)



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Frankfurt, August 24-28, 2007 > Canadian entrepreneurs in the trendy world of design will want to head to Europe this summer for **Tendence**, one of the largest international giftware and household lifestyle trade fairs in the world. [see page 4](#)

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Yokohama, June 20-22, 2007 > Canadian entrepreneurs in the field of geomatics are invited to join the Canadian pavilion at **Geoinformation Forum 2007**. [see page 4](#)

▶ EDC's Chief Economist to visit 18 cities

Export Development Canada has announced dates for its 2007 "Let's Talk Exports" tour. The cross-Canada event will provide entrepreneurs with up-to-date information on the global economy and its implications for Canadian trade and investment opportunities. [see page 7](#)

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Aboriginal firms click and go global

Across the country, there are over 27,000 self-employed entrepreneurs of First Nations, Métis and Inuit heritage who are creating economic opportunities in their regions and making important contributions to Canada's economy. Their businesses are growing, reporting profits and gaining ground in higher knowledge sectors such as professional, scientific and technical services.

While the majority of Aboriginal businesses sell their goods and services in Canada, 13% are now exporting goods and services to other countries.

One way the Government of Canada is helping Aboriginal businesses look beyond the country's borders is through www.aboriginaltrade.ca, a website launched to help Aboriginal businesses—especially smaller firms—tap into global trade opportunities.

“As important as it is for Aboriginal companies to build their business within Canada, it is equally important for them to look at expanding to other countries,” says David Emerson, Minister of International Trade. “The website brings together, for the first time, targeted export information for a range of sectors where Aboriginal businesses are making their mark—sectors like tourism, cultural industries and natural resources.”

The website highlights the products and services of Aboriginal entrepreneurs so that prospective international customers can easily find information about what Aboriginal businesses have to offer. Canadian trade commissioners working abroad can also access the site to match potential buyers and partners for Aboriginal businesses.

“The Aboriginal business and international trade website will be an important tool in helping businesses make the most of global opportunities, particularly those emerging from the 2008



A sculpture graces the entrance to the Osoyoos Indian Band community in British Columbia. The Band's winery, Nk'Mip Cellars (pronounced in-ka-meep) is a joint venture with Vincor International.

CP Photo/Jeff Bassett

Olympics in Beijing and the 2010 Games in Vancouver-Whistler,” says Emerson. This website was developed in collaboration with Aboriginal businesses, economic development officers and Aboriginal service providers across Canada.

For more information, go to www.aboriginaltrade.ca.

GENERAL INFORMATION

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World Cup brings opportunity to South Africa

It's not too late for Canadian entrepreneurs to look for opportunities in South Africa stemming from the 2010 World Cup of soccer.

The South African government has added \$3 billion in its February budget for the big event. Stadiums will get \$1.3 billion and the rest will go principally to upgrading transport systems.

"In addition to stadiums and transport, the budget will provide for community and cultural events leading up to and during the competition, improved services at ports of entry, and increased security," says Cynthia Kalenga, a Canadian trade official in Johannesburg.

A number of infrastructure projects have been announced that Canadian businesses might want to pursue.

In Gauteng, a small but populous province that includes Johannesburg and Pretoria, significant improvements will be made to road networks to the tune of \$1.5 billion, with the construction of three new freeways and expansion of many existing roads.

Altogether, some 154 kilometres of road will be upgraded and 55 kilometres of new roads built. Projects may include adding additional lanes, surface rehabilitation and improved lighting. A tender for this project will be announced once the planning phase has been completed.

Another project is a tender related to intelligent transport systems, which has already been published by the Johannesburg Road Agency.

Intelligent transportation systems, commonly referred to as ITS, are a broad range of diverse technologies applied to transportation to make systems safer, more efficient, reliable and more environmentally friendly, without necessarily having



to physically alter existing infrastructure. The cost to rollout the ITS plan is estimated at \$56 million and the tender deadline is April 20, 2007.

Tenders will also be published this year to replace the core software systems used by government departments.

"Ageing mainframe applications will be upgraded at a cost of at least \$660 million. Also, a project to create an integrated financial management system will be handled by the State Information Technology Agency," says Kalenga. "In pursuing these business opportunities, Canadian companies are advised to partner with a local company."

For more information on this project, contact the State Information Technology Agency, tel.: (011-27-12) 482-3000, fax: (011-27-12) 482-2100, website: www.sita.co.za.

For more information on road infrastructure opportunities, contact the South African National Roads Agency, tel.: (011-012) 426-6000, fax (011-012) 362-2116, email: info@nra.co.za.

For more information on the ITS project, contact Peter Filbey, Johannesburg Road Agency, email: filbey@jra.org.za.

For more information on any of these tenders or business leads, contact Cynthia Kalenga, Canadian High Commission Trade Office in Johannesburg, tel.: (011-27-11) 442-3130, email: cynthia.kalenga@international.gc.ca. ◀

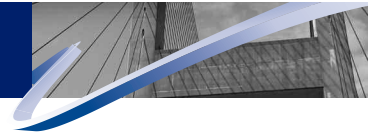
Soccerex mixes football and business

Johannesburg, November 26-28, 2007 > Soccerex is the only global business-to-business football convention and includes an exhibition and conference.

Attracting over 300 exhibitors and 3,000 senior decision makers—not to mention \$1 billion worth of business—the exhibition has become the place to demonstrate new products and services to an audience of global buyers.

Also, a three-day convention brings an impressive array of talent; from the beautiful game's famous faces to the world's most senior business executives. Clubs, federations and sponsors from all over the world will convene to present their business ideas and commercial strategies to a global audience, while the workshops run by industry experts provide an invaluable insight into the game's most successful companies.

For more information, go to www.soccerex.com. ◀



Map your way to Japanese geomatics show

Yokohama, June 20-22, 2007 > Canadian entrepreneurs in the field of geomatics are invited to join the Canadian pavilion at Japan's largest geomatics showcase, **Geoinformation Forum 2007**.

Geomatics is the discipline of gathering, storing, processing and delivering geographic information. Japan is a relatively late adopter of geographic information systems and geomatics in the information technology and geographical survey industries, but is now striving to catch up by adopting new and existing geomatics-related technologies developed in North America.

There is strong demand for suppliers in the areas of 3D-surveys, remote sensing and spectro-sensor technologies, precision agriculture, cadastral mapping and environmental research.

This geomatics market has already grown to \$2.5 billion with further growth expected, say pavilion organizers. The participation deadline is April 30, 2007. Booth space is limited and will be allocated on a first-come, first-served basis. The event will include a networking event and seminar.

For more information, contact Kimihiro Iwao, Canadian Embassy in Tokyo, email: kimihiro.iwao@international.gc.ca, website: www.jsurvey.jp/eng-geoforum2007.htm. ◀



Geoinformation Forum 2007 is Japan's biggest show on geomatics, the discipline of gathering, storing, processing and delivering geographic information.

Über design event more than a trade fair

Frankfurt, August 24-28, 2007 > Canadian entrepreneurs in the trendy world of design will want to head to Europe this summer for **Tendence**, one of the largest international giftware and household lifestyle trade fairs in the world.

tendence lifestyle
Internationale Frankfurter Messe
24. – 28. 8. 2007

messe frankfurt

The fair features the latest ideas in home design, entertaining and cooking, decorations and gifts.

But Tendence is more than a trade fair for the international consumer goods industry. Organizers say it is where design is challenged and promoted, where established stars and young talents with groundbreaking designs showcase their ideas.

Canadian entrepreneurs can connect with German business partners as well as with buyers from all over the world.

“Tendence Lifestyle is and will always be an important international meeting place,” says Sieger Heijs of Haans, a Holland-based company that makes furniture and decorative objects.

The 2006 show attracted some 3,200 exhibitors and about 80,000 visitors from 102 countries.

For more information, go to <http://tendence-lifestyle.messefrankfurt.com> or contact Frieda Saleh, Canadian Consulate in Munich, email: frieda.saleh@international.gc.ca. ◀

A logistics primer for entrepreneurs

Logistics means having the right thing, at the right place, at the right time, according to Logistics World, an online directory of logistics resources.

Add the right price to that and you have the recipe for logistical success in international markets. For an entrepreneur, this is not always as simple as it sounds.

Logistics is the strategic glue that binds virtually all functions within a company together. It plays a vital role in influencing product development, manufacturing, marketing, distribution, financial management and exporting.

Common wisdom suggests that as a company becomes more efficient logistically, resources will be liberated for other important functions, such as penetrating new markets. Logistics can therefore complement the export strategy as well as new export ventures.

Logistics often goes hand-in-hand with talk of supply chains. Supply chains refer to the sequence of events that must happen to meet the needs of the end customer or client. Supply chains include components such as procurement, manufacturing, distribution, transportation, storage, client services and, increasingly, information technology.

Logistics becomes the umbrella term to define the strategic management of the total supply chain. Entrepreneurs will discover that knowledge of logistics is essential for managing the supply chain.

If you are just starting to think of logistics, there are a number of key elements to bear in mind.

Time, assets, movement and money

International business moves fast. Entrepreneurs, particularly those involved in business-to-business transactions, will be seeking ways to maximize efficiencies by saving time. The ability to get a commodity or service to a customer faster than other companies is a competitive advantage.

Are you exporting one product or different commodities? Big or small? Fragile? Hazardous? Entrepreneurs must give careful consideration to these and other questions before making logistical decisions.

There are many ways to move commodities, services and people in the modern world but not all options are appropriate for all situations. How an entrepreneur decides to “move” commodities (by rail, sea, air or road), services (in person, by telephone or over the Internet), or capital (by bank draft, wire



Make your move: Logistical success means getting a handle on your time, assets, movement and money.

transfer, electronic data interchange or cheque) will impact on the cost and effectiveness of the export venture.

Moreover, the movement of goods, services, people and capital have associated costs. Implementing a logistics function as part of the export venture also has a cost. There are many options for the entrepreneur in this regard. He or she can hire an employee or employees skilled in logistics, evaluate the cost of outsourcing this work to a firm that specializes in logistics, or get training.

There are numerous firms that specialize in helping entrepreneurs carry out the logistical functions of their export businesses. But there are alternatives to working with a logistics firm.

The Forum for International Trade Training (www.fitt.ca) offers a course that covers logistics and distribution as part of its international trade training program.

Canada's Trade Commissioner Service (www.infoexport.gc.ca) is also a good source for advice on certain aspects of logistics that are unique or challenging. It can best serve entrepreneurs who have already invested in a carefully researched export plan and have a clear understanding of their goals, objectives and strategies for entering a foreign market successfully.

The Canadian International Freight Forwarder's Association (www.ciffa.com) also delivers a professional education program. Details can be found under the “education” section of its website.

Logistically speaking, when you have the right thing, at the right place, at the right time, for the right price, your chances of export success are greatly enhanced.

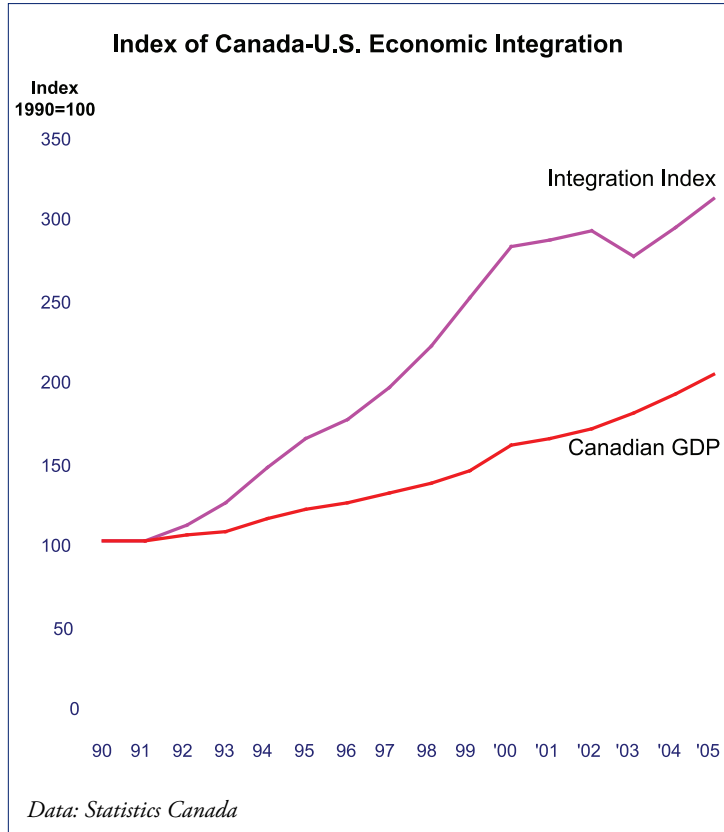
For more information, go to www.exportsource.ca, or call Team Canada Inc's Export Information Service at 1 888 811-1119. ◀



Canada-U.S. economic integration continues, but at a slower pace

The perception that Canada and the U.S. have become more economically integrated following the implementation of the North American Free Trade Agreement is broadly supported by a range of statistics. But the high-tech collapse of 2000 and the security changes which followed 9/11 led to a perceived thickening of the border and uncertainty about future integration. An index created by Foreign Affairs and International Trade Canada's Office of the Chief Economist shows that the pace of integration did slow after 2001, but has begun to pick up again in recent years. Economic integration allows firms to acquire inputs and serve markets from wherever it is most efficient to do so. Moreover, evidence suggests that economic integration allows firms in both countries to better contend with international competition.

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



EDC's Chief Economist to visit 18 cities

Export Development Canada has announced dates for its 2007 "Let's Talk Exports" tour. The cross-Canada event is designed to provide entrepreneurs with the most up-to-date information available on the global economy and its implications for Canadian trade and investment opportunities.

The tour features Stephen Poloz, EDC's Senior Vice-president of Corporate Affairs and Chief Economist, who will discuss the latest developments in the global economy including Canada's export outlook, interest rates and the dollar, as well as export strategies to help Canadian companies minimize risk.

In addition to hearing from one of the country's prominent economists, entrepreneurs who attend will receive the spring edition of EDC's *Global Export Forecast*, as well as gain a clear understanding of the risks and opportunities for business in 2007 and 2008, and network with a diverse cross-section of business professionals.

The tour will be held in 18 cities across Canada between April 25 and June 1, 2007.

For more information and to register, go to www.edc.ca. ◀

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AEROSPACE AND DEFENCE

Brisbane, June 4-7, 2007 > SimTect 2007 will focus on the applications of simulation technologies in business, especially for those in defence, transportation, aerospace, civil aviation, homeland security, mining, construction, manufacturing, health and gaming.
Contact: Greg Luz, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, fax: (011-61-2) 6270-4069, email: greg.luz@international.gc.ca, website: www.simtect.com/2007.

Paris, June 18-24, 2007 > The International Paris Air Show at Le Bourget will welcome some 2,000 exhibitors—prime contractors, equipment manufacturers and SMEs involved in the manufacture and assembly of aircraft, satellites, aircraft engines, aerospace power plants and related equipment.
Contact: Michel Charland, Canadian Embassy in France, tel.: (011-33) 1-44-43-29-00, fax: (011-33) 1-44-43-29-98, email: france-td@international.gc.ca, website: www.salon-du-bourget.fr.

AGRICULTURE, FOOD AND BEVERAGES

Sfax, May 15-19, 2007 > The Mediterranean Exhibition of Agriculture aims to revitalize investment in Tunisia's food and agriculture sector, optimize partnership opportunities and create a platform of exchange for ideas and business.
Contact: Lassaad Bourguiba, Canadian Embassy in Tunis, tel.: (011-216) 71-104-050, fax: (011-216) 71-104-193, email: lassaad.bourguiba@international.gc.ca, website: www.biztradeshows.com/trade-events/sma-sfx-agri.html.

Chicago, May 19-22, 2007 > The National Restaurant Association Show is North America's largest foodservice and hospitality event and puts entrepreneurs face-to-face with thousands of high-level buyers.
Contact: Chris Bigall, Canadian Consulate General in Chicago, tel.: (312) 327-3625, fax: (312) 616-1878, email: chris.bigall@international.gc.ca, website: www.restaurant.org.

ITC

Johannesburg, June 20-22, 2007 > Securex provides the perfect platform for security, safety, fire and protection innovators and key business buyers to meet and discuss the technologies, equipment, systems and services essential to safeguarding business in today's world.
Contact: Gwenaele Coubrough, Canadian High Commission in Johannesburg, tel.: (011-27-11) 442-3130, fax: (011-27-11) 442-3325, email: jobrg@international.gc.ca, website: www.securex.co.za.

MULTI SECTOR

Trinidad and Tobago, May 16-19, 2007 > The Trade & Investment Convention is a unique forum for manufacturers, service providers, buyers and distributors to discover joint venture and business partnership prospects.
Contact: Michaeline Narcisse, Canadian High Commission in Trinidad and Tobago, tel.: (011-868) 622-6232, fax: (011-868) 628-2576, email: michaeline.narcisse@international.gc.ca, website: www.tic-tt.com.

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