



## IN THIS ISSUE

- 2 Business opportunities
- 3 Team Canada: Newfield Seeds in China
- 4 The Canadian trade commissioner service: Client survey 2000
- 6 The U.S. Connection: Women's apparel
- 8 CCC: Optech Inc.
- 9 Canadian environmental mission to Korea, China and Hong Kong
- 10 The French seafood market
- 12 Japanese Electricity Mission a success
- 13 Trade news
- 15 Trade fairs and missions
- 16 Conferences/seminars/meetings

TAP INTO THE US\$5.3 TRILLION  
GLOBAL GOVERNMENT  
PROCUREMENT MARKET  
THROUGH CCC ([www.ccc.ca](http://www.ccc.ca))



# Ministerial outreach tour

International Trade Minister Pierre Pettigrew completed another round of his cross-Canada outreach tour with visits to London (Ontario), Drummondville and Montreal East (Quebec) on March 6, 8, and April 2.

Beginning last year, Minister Pettigrew has led a cross-Canada tour to raise awareness, particularly in the SME community, of opportunities in inter-



Minister Pettigrew addressing a group of exporters in Drummondville.

national trade and to encourage more Canadian companies to export. In each city visited, the Minister has

*Continued on page 13 – Ministerial*

## Refrigeration company's business strategies chilled to perfection

*Berg Chilling Systems Inc.'s refrigeration systems are found in a vast array of industrial sectors, in all corners of the globe. In spite of such high demand, the family-run company knows that the key to success lies in enhancing its public profile. To that end, it considers the programs of the Canadian government and its private-sector partners a valuable resource. A recent exclusive distribution agreement in South Africa is, for example, the result of match-making provided by the Canadian Alliance for Business in South Africa (CABSA).*

Created in 1972 and based in Toronto, Berg Chilling Systems is one of the

world's most technologically advanced designers, manufacturers and installers of industrial refrigeration systems. "Essentially we provide equipment to any industry that needs temperature control," explains Al Hinton, Sales

Manager for the Ice, Marine and Food-processing Technologies Division.

"Refrigeration is significant to a wide array of industrial manufacturing companies and the agri-food industry."

The 100-employee company exports 65–70% of its equipment, which is installed in over 75 countries.

### Participation enhances profile

Until about eight years ago, Berg Chilling was a much smaller organization than

*Continued on page 2 – Berg Chilling*



# International Business Opportunities Centre

**T**he International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities — for a wider selection, visit the Web site at [www.iboc.gc.ca/webleads/webleads.asp](http://www.iboc.gc.ca/webleads/webleads.asp)

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown Corporation is located at 50 O'Connor Street, Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**INDIA — Power Sector Reform Project** — The Uttar Pradesh Power Corporation Ltd. (UPPCL) invites sealed bids from eligible bidders for the supply of materials and equip-

ment for transmission lines and substations. This tender is divided into four separate packages as follows: 1) Build and commission of 400-kV Muzaffarnagar Substation(S/S) with

two 220-kV extension bays at the existing 220-kV Muzaffarnagar and Modipuram S/S. Closing date: **July 9, 2001**. Case no. **010411-01332**. 2) Two 315-MVA transformers and two 630-KVA transformers; two 31.5-MVAR reactors and one 63-MVAR reactor; and 630 kL of transformer oil. Closing date: **August 6, 2001**. Case no. **010409-01285**. 3) Circuit breakers, current transformers, potential transformers (PT), isolators, bus post insulators, surge capacitors. Closing date: **August 8, 2001**. Case no. **010411-01331**. 4) 400-kV, 220-kV and 33-kV control and relay panels. Cost of bid documents: US\$100. Closing date: **August 10, 2001**. Case no. **010411-01333**. Contact IBOC, fax: (613) 996-2635, e-mail: [eleads@dfait-maeci.gc.ca](mailto:eleads@dfait-maeci.gc.ca) quoting case nos. (Notice received from the Canadian High Commission in New Delhi.) ☀

IBOC trade opportunities — find out more at [www.iboc.gc.ca](http://www.iboc.gc.ca)

## Berg Chilling Systems Inc. — Continued from page 1

it is currently. It was at that time that the company began to tap into the programs and services of what is now Team Canada Inc.

In addition to being registered in WIN Exports, Berg Chilling has participated in three Team Canada missions (to Asia-Pacific in 1997, Latin America in 1998, and China in 2001), has used the services of the Export Development Corporation (EDC), and won a Canada Export Award in 1997. It is also active in Canadian Manufacturers & Exporters (CME), the industry organization that manages CABSA with funding from the Canadian International Development Agency's Industrial Co-operation Program (CIDA-INC).

"There's no question our increased involvement has elevated the public profile of the company," says company President Don Berggren. "It's difficult to measure the value of enhanced visibility, but our sales have definitely increased in the last five or six years. We have the network now, and we're getting it to work for us."

### Match-maker, match-maker...

The company's contract in South Africa is a telling example of the value of such networking. First meeting CABSA representatives at a Toronto luncheon for Nelson Mandela, Hinton kept in contact and was later asked if Berg Chilling was interested in pursuing the South African market.

Receiving yes for an answer, the representatives of CABSA, whose mandate is to identify opportunities in South Africa for Canadian companies and match these companies with South African partners, set about searching for a South African company whose services and objectives complemented those of Berg Chilling.

"We were looking for a distributor and a dealer, as well as a company with manufacturing capabilities for our Ice/Berg LS Ice Maker, a system designed to have its refrigeration systems contractor-built," explains Hinton.

### ...find me a match

Finding such a company took several  
*Continued on page 7 — Berg Chilling*

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**W**hen it comes to doing business in China, **Newfield Seeds Company** has done its planting in fertile soil. For 15 years, the Saskatchewan-based company has been providing the winter-hardy foraging seeds and legumes sought after in the country's northeastern provinces. Its roots already deep in Chinese soil, Newfield saw the invitation to join the recent Team Canada mission to Beijing, Shanghai and Hong Kong as a valuable opportunity to increase its profile. The mission has well nourished the company to further expand its business presence in China.

Incorporated in 1948, the 90-employee Newfield Seeds Company is the largest dry-land forage grass seed company in Canada and a leader in wholesale seed sales in the forage, legume and turf seed markets. Outside Canada, the company's largest market is the United States, followed by South America, Europe and Asia.

A wholly owned subsidiary company since 1991 of Svalof-Weibull AB of Sweden, one of the world's premier plant-breeding companies, Newfield's exporting history to China goes back to 1984 when it began exploring marketing opportunities — with the assistance of the Saskatchewan Trade and Export Partnership (STEP) — in Saskatchewan's twin province of Jilin. Annual company sales were steady but by no means spectacular — until 1998.

### Canadian advantage

"In 1998, a number of market thrusts came together, and our sales took off," explains Newfield's Managing Director John Doege. The thrusts included recent droughts, leading to increased replanting and land reclamation; an expansion of dairy farming; and a trend towards the "greening" of cities. "Newfield provides for all of these needs — forage seed for land reclamation, alfalfa seed for cow feed, and turf seed for parks and lawns."

Being Canadian has given the company a competitive edge. Explains Doege: "The winter hardiness of Canadian-produced seed gives us a

definite advantage, especially in the northeastern provinces, where climatic conditions are very similar to Canada's."

The invitation to join Team Canada dovetailed perfectly with the company's current plans to expand its network and presence in China. "Travelling with the Prime Minister and First

Sometimes your investment doesn't come through. You have to be patient and hang in there if you truly are focused on what you want to do."

Doege also stresses the importance of making regular visits to China to strengthen business relations. "Once you get your office set up, you have to

## A nourishing Team Canada mission

# Newfield Seeds

Ministers gives a higher profile to your company name, especially in a country like China," says Doege. "It was definitely an opportunity for us."

### Nourishing results

It was an opportunity that has brought nourishing results. In addition to following up on numerous leads received, Newfield gained new customers. One

support your operation; you have to go to meet with your rep and your customers. I've been to China four times already this year."

### Mission strengthens relations

One of those times was, of course, as a participant on the Team Canada mission. "We were able to invite some higher officials in companies we do

business with to attend special events on the mission," says Doege. "It goes a long way with a Chinese business person to be invited to attend a banquet with Canada's Prime Minister at the Great Hall of The People. You can't put a dollar figure on that, but it will certainly bring benefits in the long term."

And the "long term" is exactly what Newfield is in for. With the company's sound strategies and long-term view, the harvest is des-

tinued to be bountiful.

**For more information**, contact John Doege, Managing Director, Newfield Seeds, tel.: **(306) 862-4678**, fax: **(306) 862-9505**, e-mail: **john.doege@swseed.se** 🍁

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Team Canada Success Story")



Prime Minister Jean Chrétien (left), former Saskatchewan Premier Roy Romanow and International Trade Minister Pierre Pettigrew look on at contract signing between Newfield Seeds and Inner Mongolia MengFeng Seed Company Ltd. Front row, left to right: Yang Ying-Bo, Manager, and Wang Buzai, President, MengFeng; John Doege, Managing Director, and Janet Stoner, Forage Seed Trader, Newfield Seeds.

such company approached Newfield at the end of a session on agricultural opportunities. "We've now made direct sales to that company, and future sales are in the works."

But Doege knows that those future sales may take time. As he says, the key to success in China is patience. "It takes time, resources, and some investment.

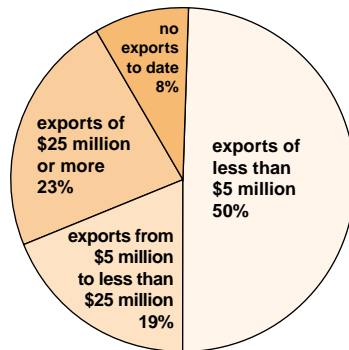
*The Canadian Trade Commissioner Service (TCS) continues to listen to its clients.* Here are some highlights from our second client survey. For more information on our services or for more detailed results about this survey, visit us at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

## Summary of findings for services delivered during the 1999 calendar year

- almost 2,000 telephone interviews completed
- very high response rate: 80%
- overall, 78% were satisfied (either completely or somewhat), statistically the same result as in the previous survey
- 69% are small and medium-sized enterprises (SMEs)
- all organizations, regardless of size, expressed similar experiences
- 2/3 of business clients and 3/4 of partner-clients used more than one trade office in 1999
- clients have used us for 3 years on average
- our relatively high satisfaction levels are encouraging but there is room to improve. In the next 2 years, our focus will be to increase the value that clients derive from our services.

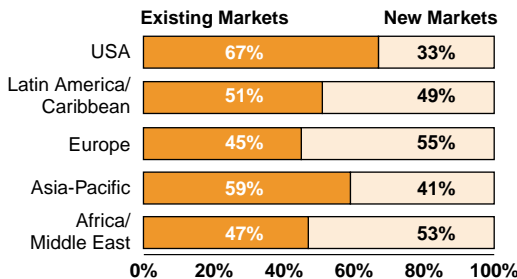
## Who are our business clients?

Most business clients are from small firms.



## How do clients use us?

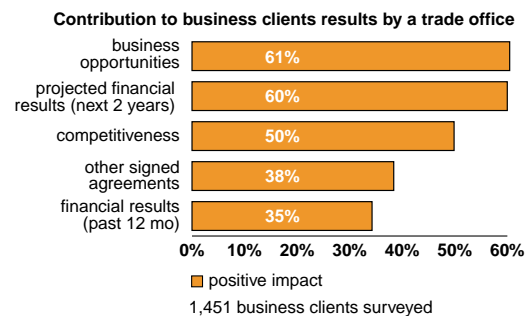
Business clients use us in existing and new markets. Of the six core services, the majority of clients used Market Prospect and Key Contacts Search.



## What clients said about our services.

- 80% of business clients were satisfied with the service they received when they considered all occasions that they transacted with the TCS
- 35% felt their experience with the TCS had improved from the experience they had the previous year while 56% felt it had not changed
- 88% said their service experience was as good as or better than they expected
- 86% would recommend the service they received to associates in their organization

## How do we contribute to clients' needs abroad?



## What counts for you.

We are continuing to improve by .....

- concentrating on delivering core services
- improving our communications about when and how to access our services
- honouring our commitment to reply within five working days
- providing additional training for officers to learn about your business sector
- intensified training of officers on market intelligence gathering and networking skills
- bringing officers back to Canada to meet with you and learn about your business

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

# Trade Events in Canada 2001-2002: Talk Business with Trade Commissioners from Abroad and Explore Hundreds of Business Opportunities

**W**ith a team of 500 business professionals in more than 130 cities around the world, the Canadian Trade Commissioner Service has the market knowledge you need to succeed in foreign markets. In 2001-2002, hundreds of trade commissioners will be attending trade shows in Canada to meet Canadian companies like yours. Join them at the following trade events and explore the opportunities.



## Canadian Machine Tool & Factory Automation Show

**October 15-18, 2001, Toronto**  
Discuss the possibilities with trade commissioners operating in the Advanced Manufacturing Technologies industry.



## Construct Canada 2001

**November 28-30, 2001, Toronto**  
Build business with trade commissioners and discover export opportunities in the Building Services industry at the Match-making Forum and the *Export Café*.



## Aerospace Industries Association of Canada's 40th Annual Conference

**Sep. 30 — Oct. 1, 2001, Toronto**  
Meet one-on-one with trade commissioners working in the Aerospace industry.



## "Communications 2001" Trade Show and Canadian Wireless Telecommunications Association Conference

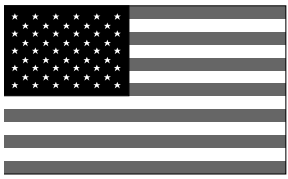
**November 6-8, 2001, Toronto**  
Network with trade commissioners and learn about export opportunities in the Information and Communications industry at the *Export Café*.



## Globe 2002

**March 13-15, 2002, Vancouver**  
Connect with trade commissioners and find business opportunities in the Environmental Industries at the *Export Café* and through one-on-one meetings.

*Keep an eye on our Web site for updates on the 2001-2002 trade show scene. Visit [www.infoexport.gc.ca](http://www.infoexport.gc.ca) for more information or e-mail us at [infoexport@dfait-maeci.gc.ca](mailto:infoexport@dfait-maeci.gc.ca)*



# The U.S. Connection

**T**he U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at [commerce@dfait-maeci.gc.ca](mailto:commerce@dfait-maeci.gc.ca). For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

## Women's Apparel Rep Locator in Chicago

# A mission that makes its target

**"A** few years back," says Ann Rosen of the Canadian Consulate General in Chicago ([www.canadachicago.net](http://www.canadachicago.net)), "I'd approach people in the fashion business here and they didn't know where Canada was. Now the sales reps are chasing me, they're calling me: 'I want a Canadian line, can you help me?'" Canada has made a dramatic breakthrough in this lucrative, highly competitive sector, and much of the credit must go to the annual **Apparel Rep Locator Trade Mission** organized by the Consulate General.

This past March, eight Canadian women's apparel manufacturers participated in the third Rep Locator. All of them are now poised to sell to the U.S. Midwest market and beyond.

### The program

The mission took place during StyleMax, the women's wear trade show, where representatives of the major clothing lines exhibit their wares. This was a perfect opportunity for mission participants to get to know the reps and their lines.

The Locator had three components:

- A half-day educational session provided an introduction for Canadian

new-to-market apparel manufacturers. Industry experts and successful reps spoke on topics such as the reps' perspective on the fashion market, what retailers need to know

at StyleMax. Traffic was brisk at the Canadian Pavilion at the show. Mission participants could also roam the over 900 booths to get to know reps.

- Last was the Canadian Showcase, co-hosted by the Consulate General and the Quebec Trade Delegation. This reception promoted Canadian fashion and enabled Canadian manufacturers to meet the more than 200 local reps and buyers invited to attend the event.

### The participants' view

Pat Robinson is president of Toronto-based Henry John Sleepwear. "Going



From left to right: Eric Gonen, ArtexFashions Inc.; Sonia Chnorjoukian, Les Modes Tone-O-Tone, Inc.; Way Zen, JSong Apparel, Inc.; Louise Gogarty, I.N.C. Design Studio; Celia Marcus, Les Modes Tone-O-Tone, Inc.; Pat Robinson, Henry John Sleepwear; Astrid Gjerlaug, Scandi Fashions; Ann F. Rosen, Canadian Consulate General, Chicago; Marc Beaulieu, Holiday Maillots.

about negotiating distributor agreements, and the new world of selling over the Internet. The presentations were candid and provoked lively discussion. Following this was a networking luncheon attended by apparel industry leaders.

- Second, each participant in the mission had the opportunity to exhibit

south to sell makes sense," she says, "because of the proximity and the dollar advantage. Chicago seemed a good starting point. I had heard about StyleMax and was thinking of renting a booth, so I called up the Consulate for information and they told me about the mission. It fit right

*Continued on page 7*

Check the **Business Section of the Canada-U.S. Relations Web site** at [www.can-am.gc.ca](http://www.can-am.gc.ca) ... for valuable information on doing business in and with the United States.

in with my plans." Says Astrid Gjerlaug of Alberta-based Scandi Fashions, producer of outerwear, "I wanted to export to the States — I think I'm ready for it, especially since we're only about 45 minutes from the border — so it seemed like the right thing to do."

Participants had one top priority: to find suitable representation for their products in the Midwest. They achieved that aim one hundred percent, says Ann Rosen: "Everyone who came left with either a rep or firm rep contacts." Scandi, for example, lined up two reps. "We've sent them samples and they are getting ready to do shows," says Astrid Gjerlaug. "We've been in contact almost every day. If things materialize as they say, we'll be very busy." Henry John also chose a rep but, equally important, says Pat Robinson, "I wanted to see the reaction to my product. I found that buyers responded very positively to what I had to show them" — so positively, in fact, that she sold close to US\$5,000 worth of merchandise to three U.S. retailers at StyleMax.

Based in Richmond Hill, Ontario, JSong Apparel has already taken major steps along the export route: it's about to open an office in New York. Even so, director Way Zen found the Apparel Rep Locator very helpful. This was her first government-organized trade mission, she says: "I wrote some orders at the show and have been approached by several reps. They

really like Canadian products. I also learned a great deal from the seminar. The Consulate gave us a lot of assistance that we hadn't looked for."

Pat Robinson agrees: "It was quite amazing to have that level of support. Plus there were benefits I hadn't counted on: I learned from the other participants. I found out about the market in Chicago and the States in general. All of this was more than I'd expected."

In every case, participants were delighted with local reps' interest in their product lines. This year they estimate that their sales to the Midwest could be worth US\$500,000. And as a bonus, they sold \$10,000 worth of merchandise to retailers and buyers at StyleMax itself.

More broadly, the mission raised the profile of Canadian apparel manufacturers. Reps at the Canadian Showcase were impressed with the quality, colours and uniqueness of exhibiting lines. Women's Wear Daily — the most widely circulated and most read fashion publication in North America — has offered to write an article on the mission and Canadian fashion in general.

#### Recipe for success

"If I'd done it on my own," says Pat Robinson, "it wouldn't have worked

out nearly as well." Astrid Gjerlaug echoes her words: "Instead of working one on one, we got to see everybody at once. And as a group we looked good. We showed up well and attracted more attention. On my own it would have been much harder."

Participants are unanimous in praising the organizers of the mission. But Ann Rosen emphasizes another factor in its success: "These businesses had unique, well-priced, good-quality products, and they had done their homework."

She's already planning a repeat of the event next year, and competition could be keen to take part. Way Zen says, "There's a lot of potential for Canadian producers. It's a matter of reaching the buyers." That's where the Apparel Rep Locator steps in — a mission that is right on target.

**For more information**, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3357, fax: (312) 616-1878, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca) Web site: [www.canadachicago.net](http://www.canadachicago.net) or Holly Inoshita, tel.: (312) 327-3629, fax: (312) 616-1878, e-mail: [holly.inoshita@dfait-maeci.gc.ca](mailto:holly.inoshita@dfait-maeci.gc.ca) 🌟

### DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. ([www.canadianembassy.org](http://www.canadianembassy.org)) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration ([www.gsa.gov](http://www.gsa.gov)), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site ([www.eps.gov](http://www.eps.gov)).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation ([www.ccc.ca](http://www.ccc.ca)) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

## Berg Chilling Systems Inc. — Continued from page 2

match-making attempts, but six months ago CABS A brought Berg Chilling together with Cape Cooling SA, a refrigeration company based in Cape Town. An agreement, for the exclusive marketing and distribution of Berg products in South Africa, as well as an option to build components for the LS system, was signed in late 2000. "The company has already hired people to promote Berg products."

#### Ice-solid advice

Hinton strongly recommends that other exporters take advantage of CABS A and other programs. "The resources are there and they will help," says Hinton. "And in many cases they don't cost you anything."

Berg Chilling, which has an over-

seas office in Beijing, China, and several sales offices in the U.S., also makes use of the services of Canada's trade officers abroad. "They can help you sort through cultural issues, language issues and other barriers to exporting."

With sales between Berg and sister company Mould-Tek Industries Inc. approaching \$40 million annually, it's clear that Berggren has his company's strategies chilled to perfection.

**For more information**, contact Al Hinton, Sales Manager, tel.: (416) 755-2221, fax: (416) 755-3874, e-mail: [sales@berg-group.com](mailto:sales@berg-group.com) Web site: [www.berg-group.com](http://www.berg-group.com) 🌟

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

**O**ptech Inc.'s customers are accustomed to the unknown. The largely commercial companies, located around the world, map land and underwater terrain. But when it comes to equipment and contracts, Optech's customers want certainty, and

describing CCC and its service of contract performance guarantee," says Doug Houston, Vice-President Operations, at Optech. "We find it usually generates the appropriate benefit — the customer gets the security, and we get the contract."

## For Optech, CCC helps take the unknown out Mapping Business

they're getting it. Using the Canadian Commercial Corporation's (CCC) prime contracting services, the developer of laser-based ranging and detection systems is giving its customers a guarantee of contract performance — not to mention superior equipment — that is taking one unknown, anyway, out of the mapping business. That assurance has meant recent repeat business in Japan.

Established in 1974, Optech specializes in the development of equipment for terrestrial, marine and, most recently, atmospheric survey using laser radar (lidar). Lidar, which stands for Light Detection and Ranging, works much like ordinary radar except that the signals sent out are narrow beams of light, rather than radio waves. The digital elevation data acquired are as accurate as those obtained by global positioning systems (GPS) but thousands of times faster.

Exports make up 80–90% of Optech's sales. Its airborne laser terrain mappers (ALTM) are used just about everywhere in the world, including North, South and Central America, Europe and Australia. Its Scanning Hydrographic Operational Airborne Laser Survey (SHOALS) system, used to profile underwater terrain and coastline topography, was developed in the early 1990s for the U.S. Army Corps of Engineers. That contract, and many others, have used CCC as prime contractor.

### CCC provides security

"In our early discussions with potential clients, we make a point of

In April of this year, Optech signed a contract with Itochu Aviation, Inc., a large trading house in Japan's aviation field, to develop a new SHOALS system whose ultimate end-user will be the Japanese Coast Guard. At \$10 million, the contract is among Optech's largest ever and its largest with Itochu, with whom it has been doing business — through CCC — for the past four years.



The aircraft in which the SHOALS system is installed.

### Customer peace of mind

"All of the transactions with Itochu have been buyer-driven," explains CCC Account Executive Michel Fairfield. "Initially, the customer was looking for the security we could provide. By now they know the company very well, know that Optech will come through, but they still want to go through CCC. We have a proven track record, and our guarantee of performance gives them peace of mind."

Houston agrees, adding: "We've followed the same process on all of our orders. If once something works, you don't change it."

### Myriad other benefits

Optech has also benefited from CCC's prior experience in contract

## SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian  
Commercial  
Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, e-mail: [info@ccc.ca](mailto:info@ccc.ca) Web site: [www.ccc.ca](http://www.ccc.ca)

negotiations. "They've helped make sure we put in the appropriate clauses to protect ourselves as much as possible," explains Houston.

In addition, the company is discovering that CCC can help it penetrate new markets. Optech has also begun discussions with prospective clients in other Asian countries beside Japan. "I suspect it may be advantageous to have CCC involved," says Houston, in astute understatement.

For its part, CCC is very happy to keep working with the company. "Given their strong financial and technical background, it's never a problem for us to get involved," says Fairfield. "And they keep coming back to us for repeat business."

That, as he notes, says it all.

For more information, contact Doug Houston, Vice-President Operations, tel.: (416) 661-5904, fax: (416) 661-4168, e-mail: [doug@optech.on.ca](mailto:doug@optech.on.ca) Web site: [www.optech.on.ca](http://www.optech.on.ca) ✨



**C**anadian companies in the environmental sector will have ten days to promote and market their technologies, products and services as part of the *Canadian Environmental Mission to Seoul, Beijing, Guangzhou and Hong Kong* from June 9 to 19, 2001.

*Going to Seoul, Beijing, Guangzhou and Hong Kong*

# Canadian environmental mission

Building on the recent, highly successful Team Canada Trade Mission to China and Hong Kong, the Canadian government is continuing to target this vast Asian market. Asia presently holds an estimated 20% of the world's \$800 billion environmental market — and this huge demand is expected to grow by 17% each year until 2010.

This year's mission, a joint effort by Environment Canada and DFAIT, will be led by Don Fast, Regional Director General for the Pacific and Yukon Region of Environment Canada. Over the ten days, participants will be offered a unique opportunity to showcase and market their innovative environmental technologies and services. The comprehensive program will include market briefings, high-level networking sessions with officials from all levels of government, as well as site visits. Expert staff from the local Canadian embassies and missions will be available to help delegates arrange the all-important bilateral meetings with buyers, business leaders, design and research institutes, senior government officials and representatives of funding institutions. Delegates will also be invited to showcase their wares as part of the Canadian exhibits at the two largest environmental exhibitions in Asia, ENVEX 2001 ([www.epa.or.kr/htm/eng/envexmain.htm](http://www.epa.or.kr/htm/eng/envexmain.htm)) in Seoul (June 11–14) and CIEPEC 2001 ([www.zhb.gov.cn/english/CIEPEC2001/index.htm](http://www.zhb.gov.cn/english/CIEPEC2001/index.htm)) in Beijing (June 12–15).

## **Korea's environmental market**

By 2005, the Korean government plans to spend \$98 billion on the environment, with almost half of that

amount slated to build 600 environmental facilities. Korea currently has less than half of the sewage treatment plants it needs and only 10% of the required waste incineration plants.

The Ministry of Environment (MOE) ranks water quality — 50% of the MOE

budget — as the highest priority, followed by solid waste management and air quality. The water quality issue has become especially critical with the deterioration of drinking water sources for some major cities, including Seoul. The problem of solid waste management is growing more pressing as well, with existing landfill sites filling up. Volatile organic compounds (VOCs) and urban ozone are the main air-quality concerns.

The Korean market therefore offers good opportunities for Canadian suppliers of advanced water treatment technologies, with water recycling expected to be in high demand in the future. Canadian suppliers of high-tech components can best penetrate this market through alliances with local manufacturers for final assembly.

For more information, visit [www.dfait-maeci.gc.ca/asia/country/south\\_korea-e.asp](http://www.dfait-maeci.gc.ca/asia/country/south_korea-e.asp)

## **China's environmental market**

China has paid a heavy environmental price for two decades of rapid economic growth, urbanization and industrialization. The Chinese environmental market, predicted to reach approximately \$10 billion this year, holds significant potential for Canadian environmental companies.

Only 20% of China's medium-to-large cities have municipal wastewater plants, making sewage treatment a top priority. Solid waste treatment, carbon dioxide and nitrogen oxide emissions, automotive exhaust, and environmental monitoring are also

high on the Chinese list of environmental concerns. While China does have some strong companies, most of these are small and lack current technology.

China is often regarded as a set of regional markets, with certain regions

offering more opportunities for Canadian firms. The Chinese government is focusing its environmental efforts on Beijing, the national capital and a candidate host city for the 2008 Olympics. Meanwhile, Southern China

and Shanghai, China's most rapidly developing areas, are also confronting serious environmental challenges.

Their relative wealth, however, enables these regions to direct more resources towards solving the problems. In 1997, Guangdong province in Southern China led the way in environmental protection with the Clean Water Program and Shanghai has recently announced plans to spend 3% of its GDP to fight pollution.

For more information, visit [www.dfait-maeci.gc.ca/china/menu-e.asp](http://www.dfait-maeci.gc.ca/china/menu-e.asp)

## **Environmental mission details**

Cost to participate per person: \$1700. Companies may be eligible for financial assistance through the Program for Export Market Development (PEMD). For application forms and eligibility information, visit the PEMD Web site at [www.infoexport.gc.ca/pemd/menu-e.asp](http://www.infoexport.gc.ca/pemd/menu-e.asp)

For more information, or to receive a recruitment package, contact Larry Funnell, Manager, Intergovernmental and International Affairs, Environment Canada, tel.: (604) 664-4008, e-mail: [larry.funnell@ec.gc.ca](mailto:larry.funnell@ec.gc.ca) or Marcel Belec, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 995-6962, e-mail: [marcel.belec@dfait-maeci.gc.ca](mailto:marcel.belec@dfait-maeci.gc.ca) 🍁



In 1999, France imported 860,976 tonnes of seafood products, valued at 3 billion euros (\$4.23 billion). Today, because of the depletion of fish stocks in coastal waters, the French catch has fallen below the 820,000 tonnes estimated for 1998, the last year for which statistics are available, which is insufficient

**Distribution networks**

**Fresh fish and seafood products** — Supermarket sales of fresh seafood products account for some 65% of the market.

**1. Fresh fish**

The main species purchased are salmon, Atlantic cod, whiting, sole, pollock, trout, monk fish and ling, sold

Quick Frozen (IQF) filets, breaded fish and cooked fish in sauce. The market for frozen lobster and crawfish is stable but seasonal, while the market for shrimp is more sustained.

**Tinned products** — The French market for tinned products is made up primarily of tuna, sardines and

# The French seafood market

to meet the demand for quantity, or quality. France's population of 60 million consume an average of 25.4 kg of seafood products each year, making France one of the European Union's most attractive markets.

**Market data**

**Seafood production** — France produces some 820,000 tonnes of products extracted or derived from the sea, lakes and rivers, including 380,000 tonnes of fresh fish, 270,000 tonnes of aquaculture products (mussels, oysters, sea-cage-farming and inland fish-culture products) and 170,000 tonnes of frozen fish.

**Imports of seafood products** — Shrimp is the leading seafood import, with a value of 472 million euros, 77% of which is warm-water shrimp and 23% cold-water shrimp. Among fish imports, salmon leads the way with a value of 450 million euros, including 335 million for fresh whole salmon, followed by tuna (9%), Atlantic cod (7%), scallop (4%), lobster and crawfish (3%) and Alaska pollock (3%). France imports many other species of marine fish because of insufficient local production, including saithe, hake, sole, sea bass, monk fish and freshwater fish.

**Exports of seafood products** — France exports mainly frozen and tinned tuna, as well as processed products (smoked salmon).

either whole or as steaks and filets. Sales were relatively stable in the past, but since the fall of 2000 when France was hit by several health crises involving beef, they have picked up and prices have been steady.



**2. Fresh crustaceans**

The French market features fresh-cooked cultivated shrimp, prawn, crab and lobster/crawfish. These species are sensitive to selling prices, with price increases leading to decreases in volume.

**3. Fresh cephalopods and shellfish**

The main species consumed are mussels, oysters and scallops, with half of the oyster consumption taking place during the year-end holiday season.

**Processed seafood products** — These include catering and smoked/cured products (smoked, salt-cured and dried).

Supermarkets account for more than 90% of these products' sales, which continue to show promising growth. The largest markets are for smoked salmon and fresh surimi. The market for salt cod is subject to seasonal variations, while the market for smoked herring in brine is more stable.

**Frozen products** — There has been an increase in world prices for Atlantic cod. The main products are Individually

mackerel, with supermarkets accounting for over 90% of sales.

**Relative size of distribution networks** — Supermarkets account for some 60% of all sales of aquatic products (seafood and freshwater fish products), followed by the *restauration hors foyer* (RHF) [eating out] sector with 26%, and traditional networks (fish markets) with 14%.

According to a survey conducted by GIRA SIC of 9,000 independent, chain and institutional (e.g. school cafeteria) restaurants, consumption of aquatic products by the RHF sector totalled nearly 200,000 tonnes in 1998 for a value of 1.1 billion euros, with fresh fish leading the way (33%), followed by frozen fish (25%) and shellfish (18%).

Per-meal consumption of aquatic products is higher for people who eat out than for those who eat in. Indeed, meals eaten in restaurants account for only 16% of all meals consumed by the French but account for 26% of the sales volume of aquatic products. However, these purchases are mainly of fresh and frozen seafood products, while tinned, cured/smoked and catering products are less popular. Sales of aquatic products account for some 10% of the value of RHF food product sales. Fresh products account for 61% of this, the same as for all RHF food products. However, the share constituted by frozen aquatic products

*Continued on page 11*

is much higher, in relation to the other product groupings, while the tinned products share is very low.

### Canadian opportunities in France

In 1999, France imported 44.2 million euros (\$62 million) worth of seafood products, or about 1.5% of French seafood imports, from Canada (source: Eurostat).

Lobster (live or frozen) is by far the leading seafood product imported from Canada, which supplies about a third of the French live lobster market and almost all of the French frozen lobster market. Live lobster is eaten mainly during the year-end holiday season, although a second high season is developing in the April-May period. The Canadian Embassy in Paris is trying to promote springtime lobster consumption in order to de-seasonalize sales. Frozen lobster sales feature lobster frozen in brine and in dry ice, as well as lobster meat and by-products, such as tomalley or lobster coral.

In terms of shellfish, the other main products are frozen crab meat and frozen scallops. Snow crab meat is very popular in France, but other species of crab are also marketed. Deep-sea scallops are popular for their large size. There is a market for roe-on deep-sea scallops, provided that they are whole and the scallops are well-scrubbed. Thanks to a tariff quota, frozen cold-water shrimp enjoy reduced customs duties. Live mussels can be exported from Canada during the off-peak production season in Europe (April-June).

Popular species of frozen fish include burbot tails, skate wings and saumonette (filets of certain species of shark), as well as salmon filets. Because the North Sea herring catch has dwindled, herring filets are highly prized. The salmon market has been dominated for several years by Norwegian products, and Canadian exports of frozen salmon are minimal.

Canadian freshwater fish, including pike and pike-perch (frozen whole, filets or meat), have long been very popular on the French market.

The market for salt cod and dried cod is very seasonal (Lent). There is a very large market for frozen fish blocks (Atlantic cod and Alaska pollock), but because of a lack of resources, Canada does not export these products to France.

Efforts have been made to expand shipments of fresh fish (burbot tails, skate wings, *saumonette*, Atlantic halibut), with mixed results.

In terms of processed products, there may be some opportunity for cold-smoked salmon in France. There is also a large market for lumpfish roe, but most of this product is canned in Europe.

### Regulatory requirements

Canadian establishments wishing to export frozen products or fresh fish and crustaceans to the European Union must appear on the list of approved establishments pursuant to Decision 93/495. This list can be found on the Canadian Food Inspection Agency (CFIA) ([www.cfia-acia.agr.ca/](http://www.cfia-acia.agr.ca/)) Web site. For live molluscs, an agreement with France according to the terms of Directive 91/492 provides for another list, also posted on the CFIA site. Products must be accompanied by an EU certificate.

The requirements concerning labelling of crates and products for sale to consumers can be complex. We recommend that exporters seek advice from trade commissioners or their importers prior to any shipment.

### Customs duties

While enjoying reduced customs duties under the World Trade Organization, Canadian seafood products entering the European Union can be subject to customs duties as high as 22% of the value of the product, this at a time when many competitor nations are benefiting from preferential agreements. There are tariff quotas for several products, including cold-water shrimp and herring filets.

### Importers

Depending on the product, the leading French importer can be a fresh seafood product wholesaler, a frozen

product broker, a retail distribution chain or a distributor specializing in the RHF sector (restaurants, cafeterias). The Canadian Embassy maintains contact lists of importers.

### Information sources

For several years, the **European Seafood Exposition**, the main trade show in this sector, has been held each April at the Brussels Exhibition Centre (Heysel) in Belgium. Web site: [www.euroseafood.com](http://www.euroseafood.com)

The exposition is organized by Diversified Business Communications, the organizers of the **Boston Seafood Show**. Tel.: (1-207) 842-5599, fax: (1-207) 842-5505, e-mail: [food@divcom.com](mailto:food@divcom.com)

To help Canadian companies export to France, the Canadian government has posted useful information on its Web site: [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

For more information, contact Yannick Dheilly, Commercial Officer, Canadian Embassy, Paris, tel.: (011-33-1) 4443 2361, fax: (011-33-1) 4443 2998, e-mail: [yannick.dheilly@dfait-maeci.gc.ca](mailto:yannick.dheilly@dfait-maeci.gc.ca) Web site: [www.amb-canada.fr](http://www.amb-canada.fr) 🍁



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EXPORTS

In March 2001, the Trade Team for Electric Power Equipment and Services — including Industry Canada, the Department of Foreign Affairs and International Trade (DFAIT), and the Canadian Embassy in Tokyo — organized an incoming Japanese electricity delegation to Montreal, Toronto, and Vancouver. The program presented to Canadian participants included presentations by 45 Canadian firms, networking sessions, procurement seminars and site visits to each city.

## Successful stops in Montreal, Toronto, Vancouver

# Japanese Electricity Mission 2001

The large mission, which brought 20 senior procurement managers from seven of Japan's major electric utilities and one engineering firm to Canada, was designed to link Japanese companies with Canada's electric power capabilities; to promote Canada as a provider of non-fuel power, especially in the high-technology areas; and to exchange information and views on the procurement process, including supply chain management and the use of e-commerce.

### Company presentations

Most of the Canadian participants were small-to-medium-enterprises (SMEs) providing high-technology products and services in the areas of power generation, transmission and distribution. The Canadian firms were each allotted up to 20 minutes to deliver promotional presentations showcasing their capabilities to the Japanese.

### Procurement seminars

Following the company presentations and networking luncheons in each city, Hydro Quebec, Ontario Power Generation (OPG), Tokyo Electric Power Company and the Electrical Power Development Company (EPDC) of Japan led seminars focusing on procurement issues. These organizations offered valuable insight into their procurement practices, especially in relation to the changing market

structures in their respective countries. Emphasis was placed on reducing costs, improving efficiency, and, in OPG's case, using e-commerce to achieve these objectives.



### Site visits

Site visits to Hydro Quebec and GE Hydro (Montreal), Babcock and Wilcox (Cambridge), OPG's Sir Adam Beck Power Stations (Niagara), and Powertech Labs (Surrey) demonstrated Canadian technology in a number of areas, including state-of-the-art control centres, hydraulic turbine manufacturing facilities, nuclear steam generators, innovative Grain Boundary Engineering capabilities, nanocrystalline materials development, spent-fuel dry storage containers, new electrosleeving technologies, high-voltage technologies, fuel cells and portable polychlorinated biphenyl (PCB) destruction equipment.

### Mission accomplished

Given Japan's partial market liberalization, the timing of the mission could not have been better. The high-level participation from both Japanese

utilities and Canadian industry was a reflection of the changing market structures in Japan. Indeed, the event was more successful than participants from either country expected and this suggests that Canadian firms will have many opportunities to help Japanese power generators become more competitive in an open market.

A senior manager from EPDC put it this way: "To be honest, we weren't too keen on the visit at first because we were reasonably certain that efforts at international procurement in the past had already singled out the foreign suppliers that were relevant to our immediate procurement activities. So we were pleasantly surprised to discover that many Canadian companies offer solutions and services that are unique."

Business programs such as this provide an excellent opportunity for Canadian companies to explore business opportunities and market their capabilities. In particular, this mission also allowed government officers to meet with a number of innovative and highly qualified Canadian exporters, many of them SMEs.

To learn about future activities in the power sector, visit Trade Team Canada's Web site for Electric Power Equipment and Services <http://napoleon.ic.gc.ca/ttcelectrical>

For more information, contact Stuart Fee, Manufacturing and Processing Technologies Branch, Industry Canada, tel.: (613) 954-5446, e-mail: [fee.stuart@ic.gc.ca](mailto:fee.stuart@ic.gc.ca) or Eric Laverdure, Japan Division, DFAIT, tel.: (613) 995-1678, e-mail: [eric.laverdure@dfait-maeci.gc.ca](mailto:eric.laverdure@dfait-maeci.gc.ca) 🌟



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— Continued from page 1

spoken to business audiences about the benefits of trade for their region and how the federal government, and, more specifically, the Trade Commissioner Service, can help exporters.

In addition to speaking to local media and industry groups in each of the cities, the Minister has partici-

the Minister for International Trade, Mr. Pettigrew met with MBA students at the University of Western Ontario (Richard Ivey School of Business), where students had the opportunity to ask questions on the proposed Free Trade Area of the Americas (FTAA), Canada's role in the WTO, and market access priorities.

conversion of top-quality coated abrasives. From a small concern started in a garage, the company has expanded and now exports about 20% of its products, employs 22 people and has its own research and development department.

To date, the Minister has visited **Montreal** (April 14, 2000); **Winnipeg**

# Ministerial outreach tour

pated in export seminars bringing together local exporters with trade commissioners drawn from the 135 Canadian trade offices abroad.

In Drummondville, the events were organized by the Corporation de développement international Centre-du-Québec and Fondel

(April 17, 2000); **Calgary** (April 18, 2000); **Vancouver** (April 19, 2000); **Sherbrooke** (April 26, 2000); **Mississauga and Toronto** (April 27, 2000); **St. John's** (May 23, 2000); **Quebec City** (May 24, 2000); **London** (March 6, 2001); **Drummondville** (March 8, 2001) and **Montreal East** (April 2, 2001).

Officials from the Department of Foreign Affairs and International Trade are planning a number of visits to regions across Canada to meet with local partner-clients (which include other federal, provincial and local governments, and bilateral business and industry associations such as local Chambers of Commerce and educational and research institutions) to brief them on the range of services offered to business clients by Canadian trade offices abroad.

Interested partner-clients may contact Trudy Adams, Ministerial Outreach Co-ordinator, Trade Commissioner Service, DFAIT, tel.: (613) 996-2274, fax: (613) 996-1225, e-mail: [trudy.adams@dfait-maeci.gc.ca](mailto:trudy.adams@dfait-maeci.gc.ca) 🌟

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade News")



Minister Pettigrew with trade commissioners from Canada's trade offices abroad (from the left): *Ralph Reich, Consulate General of Canada in Detroit; Fabian Stewart, the Canadian High Commission in Jamaica; Kathryn Burkell, Consulate General of Canada in Seattle; Pat O'Brien, Member of Parliament (London-Fanshawe) and Parliamentary Secretary to the Minister for International Trade; International Trade Minister Pierre Pettigrew; Roger Ferland, Director General, Overseas Programs and Services; Kevin Sinnott, Consulate of Canada in Monterrey, Mexico.*

In March and April, Minister Pettigrew was accompanied by Roger Ferland, Director General, Overseas Programs and Services, and by trade commissioners from Canadian Embassies and Consulates in the Caribbean, Latin America and the United States. The export seminars focused on opportunities in the Americas.

The London seminar and luncheon were hosted by the London Economic Development Corporation. Accompanied by Pat O'Brien (MP London-Fanshawe), Parliamentary Secretary to

Drummond, in collaboration with Canada Economic Development, while the Montreal East activities were organized by the Chambre de commerce et d'industrie de l'Est de l'île de Montréal.

On March 8, International Women's Day, Suzanne Goupil, President of **Abrafab Inc.**, a Canadian leader in the abrasive specialties field, led the Minister on a tour of the Drummondville manufacturing facility. In 1985, Suzanne Goupil and her family founded Abrafab Inc., a company specializing in the

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## Asia Pacific Business Network

*In early April, the Asia Pacific Foundation of Canada (APF Canada) launched a powerful new business intelligence vehicle: the Asia Pacific Business Network (APBN). This will give a competitive edge to Canadian companies doing business in the Pacific.*

The umbrella network combines the research and analysis capabilities of the Foundation with direct access to three existing business networks: the Pacific Basin Economic Council, the Pacific Economic Co-operation Council and the APEC Business Advisory Council.

APBN provides insight into trade and investment issues, plus unique

access to the Asia Pacific economic policy process in Canada and at the international level. It also expands networking among senior Canadian executives and their Asia Pacific counterparts.

An independent, not-for-profit organization, APF Canada is Canada's only national think tank on Asia and Canada-Asia relations.

**For more information**, contact Yuen Pau Woo, Asia Pacific Foundation of Canada, tel.: (604) 684-5986, ext. 1240, fax: (604) 681-1370, e-mail: [yuenpau.woo@apfc.apfnet.org](mailto:yuenpau.woo@apfc.apfnet.org) Web site: [www.asiapacific.ca](http://www.asiapacific.ca) 🍁

## 2001 Canadian Awards for International Co-operation

Canadian Manufacturers & Exporters (CME) is proud to announce the call for applications for the **10th Annual Canadian Awards for International Co-operation**. Supported by CIDA, the Awards program recognizes private-sector organizations or NGOs with outstanding achievements in promoting sustainable economic growth and social progress in countries of the Third World or of Central and Eastern Europe.

This year, award applications are invited in eight categories:

- improvement of physical or social infrastructure;
- advancement of technical capabilities or co-operation in research and development;
- sustainable development of natural resources or protection of the environment;
- provision of transportation equipment, transportation services or other capital equipment to promote the development of a sustainable industrial base;
- gender equality achievement;
- successful international youth internship programs;

- effectiveness in communicating development issues; and
- demonstration of corporate social, ethical and environmental performance.

Apply to join the ranks of world-class Canadian organizations honoured for their work in developing nations and countries in transition! The application deadline is **September 10, 2001**.

The prestigious awards will be presented by the Minister for International Co-operation at a gala dinner in Winnipeg, Manitoba, on **November 15, 2001**, during the regional International Development Days event hosted jointly by CIDA and CME.

**For an application form or more information**, contact Treena Adhikari, Business Development Co-ordinator, Canadian Manufacturers & Exporters, tel.: (905) 568-8300, ext. 249, fax: (905) 568-8330, e-mail: [treena.adhikari@cme-mec.ca](mailto:treena.adhikari@cme-mec.ca) Web site: [www.cme-mec.ca](http://www.cme-mec.ca)

Canada's leading business network, CME seeks to continuously improve the competitiveness of Canadian industry and expand export business. 🍁

## NOMINATE A DESERVING WOMAN ENTREPRENEUR!

For ten years, the **Canadian Woman Entrepreneur of the Year Awards (CWEYA)** — an initiative of the Rotman School of Management (University of Toronto) — have been celebrating the achievements of women entrepreneurs.

The 2001 CWEYA are presented by the Bank of Montreal in partnership with the National Post, Women's Television Network (WTN), Ford Motor Company of Canada, Export Development Corporation, Chatelaine and Châtelaine Magazines and supported by Deloitte and Touche, Cassels Brock & Blackwell LLP, James Ireland Design Inc., Industry Canada and Tiffany & Co.

Help spread the word about deserving women entrepreneurs by thinking about your business networks — your partners, suppliers, clients, customers and friends — and taking a moment to fill out a nomination form at [www.cweya.com](http://www.cweya.com) The 2001 CWEYA call for nominations ends **June 15, 2001**, and applications from nominees will be accepted until **July 9, 2001**.

A team of national judges, themselves successful businesswomen, will select entrepreneurs to receive the following awards: Impact on Local Economy Award, Export Award, Innovation Award, Start-Up Award and Lifetime Achievement Award.

Award recipients will be confirmed by **September 7, 2001**, and invited to attend an awards dinner in Toronto on **November 22, 2001**. Tiffany & Co. has designed and created the 18-karat gold brooch to be presented to each award recipient.

This is a great opportunity for Canada to recognize women entrepreneurs who, through their vision, achievements and courage, have contributed to the growth and strengthening of our economy.

**For more information**, contact 2001 Rotman Canadian Woman Entrepreneur of the Year Awards, tel: (416) 923-1688, toll free: 1-800-354-3303, fax: (416) 923-2862, e-mail: [awards@cweya.com](mailto:awards@cweya.com) 🍁

**DAKAR, SENEGAL** — December 4-8, 2001 — Senegal will host the first **Salon International de l'Eau** (International Water Exhibition) late this year. This high-profile event is an ideal venue for trade promotion, interaction and technology exchange between businesses, professionals and decision makers in the various branches of the water sector.

Africa is in the grip of a severe water crisis — especially the countries of the Sahel, which face major shortages because of steadily decreasing rainfall, declining water resource levels and under-utilization of water retention methods.

The **Salon** seeks to provide a modern forum specifically for:

- promoting new technologies in the water sector, and in water use in general;

## International Water Exhibition in Senegal

- expanding exchanges and relationships between African businesses and their foreign counterparts;
- promoting investment in the various water sectors; and
- co-operating and sharing experiences in water-related fields.

On the program:

- an exhibition of capital goods, materials, products and services from all water sectors;
- an international symposium with a focus on the major concerns of African countries with regard to water control and use; and
- establishment of an organized

framework for business contacts to promote business, technical and financial partnerships among the participants.

For more information, contact Modou MBaye, General Manager, Hydro-techniques, tel./fax: (011-221) 821-6609 or (011-221) 821-9022, e-mail: [duboisjeanclaude@aol.com](mailto:duboisjeanclaude@aol.com)

Please copy your message to Natou Thiam, Senior Commercial Officer, Canadian Embassy, Dakar, tel.: (011-221) 823-9290, fax: (011-221) 823-8961, e-mail: [natou.thiam@dfait-maeci.gc.ca](mailto:natou.thiam@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/sn](http://www.infoexport.gc.ca/sn) 🌟

## Team Montréal trade mission to Central Europe

**POLAND/ROMANIA/HUNGARY** — June 25 to July 4, 2001 — Swing into summer by joining the **Team Montréal trade mission to Central Europe**, with a focus on urban development. The aim is to create business opportunities for dynamic Canadian companies working in the urban development sector, particularly in the areas of construction, engineering and infrastructure, environment, water and waste management, transportation, telecommunications, and geomatics.

After the fall of the Berlin Wall, the countries of Central Europe underwent rapid economic expansion and are now ready to tackle urban development needs. The Team Montréal mission comes at the right time to promote and encourage trade relations between Canada and its European partners.

During the mission, participants will meet private-sector stakeholders and representatives of the cities of Warsaw (Poland), Bucharest (Romania) and Budapest (Hungary). They will also meet with representatives of the

World Bank and the European Bank for Reconstruction and Development, plus Canadian Embassy staff working in the three countries on the itinerary.

Team Montréal explores opportunities for Montreal-area businesses with expertise in urban development. Now almost one year old, it is a partnership between the World Trade Centre Montréal (originator of the project) and the City of Montreal, and receives support from the federal government.

Established in 1984, the World Trade Centre (WTC) Montréal is a non-profit organization that helps local businesses penetrate international markets. WTC Montréal offers training workshops, counselling on export strategies, and sector-specific trade missions abroad. As a member of the World Trade Centres Association, it connects to one of the most extensive private business networks in the world, with 500,000 members in over 100 countries.

For more information on the mission or to register, contact Sophie

Grenier, Advisor, World Trade Centre Montréal, tel.: (514) 849-8199 or 1-877-590-4040 (toll-free in Canada) Web site: [www.wtcmontreal.com/team](http://www.wtcmontreal.com/team)

For more information on opportunities in Central Europe, contact:

- Barbara Giacomini, Counsellor (Commercial), Canadian Embassy, Warsaw, tel.: (011-48-22) 584-3360, fax: (011-48-22) 584-3195, e-mail: [wsaw-td@dfait-maeci.gc.ca](mailto:wsaw-td@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/pl](http://www.infoexport.gc.ca/pl)
- Claude Charland, Counsellor, Canadian Embassy, Bucharest, tel.: (011-40-1) 307-5021, fax: (011-40-1) 307-5015, e-mail: [bucst-td@dfait-maeci.gc.ca](mailto:bucst-td@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/ro](http://www.infoexport.gc.ca/ro)
- Larry Duffield, Commercial Counsellor, Canadian Embassy, Budapest, tel.: (011-36-1) 392-3360, fax: (011-36-1) 392-3395, e-mail: [bpest-td@dfait-maeci.gc.ca](mailto:bpest-td@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/hu](http://www.infoexport.gc.ca/hu) 🌟



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## Food 2001 in Japan

**FUKUOKA, JAPAN** — September 13-14, 2001 — The Fukuoka Chamber of Commerce and Industry, in co-operation with the Fukuoka Foreign Trade Association and the Japan External Trade Organization (JETRO) Fukuoka, is organizing an international food event, **Food 2001**. Activities will include a series of business meetings between foreign and local food-related companies (typically prearranged), focusing on new food and food materials. Emphasis will be on organic foods, as well as on innovative, value-added products that have led to cost reductions or that have been developed to meet Japanese needs.

The second day of the seminar will feature a presentation and Q&A session by local food retailers and hotel, restaurant and institution representatives, with simultaneous interpretation. Tentative topics for the presentation include:

- Which products are restaurant buyers searching for, both in domestic and overseas markets?
- What standard of product are co-ops looking for?
- What products do school lunch service companies want to procure from overseas?

There is no registration fee. Organizers will provide interpreters for the business meetings. Participants will be responsible for all other costs, including travel.

**Food 2001** may be of interest to companies that are planning to visit

Japan this fall, or that already have a presence elsewhere in Japan. More background details on the Kyushu market can be found at [www.dfait-maeci.gc.ca/ni-ka/business/kyushu\\_main-e.asp](http://www.dfait-maeci.gc.ca/ni-ka/business/kyushu_main-e.asp) which, although dated October 1999, is still relatively current.

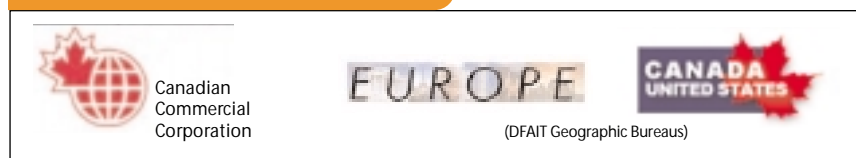
This event will take place during the **Fukuoka International Trade Fair**, a gift-oriented trade fair open to business visitors **September 13-14**, and then to the general public **September 15-16**.

For more information, contact Josiane Simon, Canadian Consulate, Fukuoka, tel.: (011-81-92) 752-6055, fax: (011-81-92) 752-6077, e-mail: [fkoka@dfait-maeci.gc.ca](mailto:fkoka@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/ni-ka](http://www.dfait-maeci.gc.ca/ni-ka) or Jo-Anne Roy-Foster, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 992-6185, fax: (613) 563-3571, e-mail: [jo-anne.roy-foster@dfait-maeci.gc.ca](mailto:jo-anne.roy-foster@dfait-maeci.gc.ca) 🌟

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