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Government procurement through CCC's services

US\$5.3-trillion market

Canadian Commercial Corporation (CCC) President Douglas Patriquin is on a mission.

He is travelling across Canada, personally delivering several important messages to Canadian companies.

1: Every year, governments around the world purchase over US\$5.3 trillion worth of goods and services.

2: Only 17% of Canadian companies export to foreign governments.

3: CCC's services can help Canadian companies win a larger share of the extremely lucrative and accessible government procurement market.

On March 29, 2001, Patriquin told members of the Toronto Board of Trade, "The fact is there are tremendous opportunities in government procurement, and too many of our companies — with the best people, the best ideas and the best products — are letting them pass by.

"Many of our companies feel they don't have anything foreign governments would want. But, it's surprising what governments and international organizations like the United Nations and the World Bank buy," noted Patriquin.

CCC has helped companies sell a great variety of products to the public sector around the

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CCC President Douglas Patriquin (left) and International Trade Minister Pierre Pettigrew speak to exporters in Montreal on May 4 about the US\$5.3-trillion worldwide government procurement market.

Wild blueberry juice producer gets first taste of success in U.S.

At first blush, it would seem an outright contradiction for government to be involved in anything to do with wild berries. But a partnership between Agriculture and Agri-food Canada (AAFC) and Nova Scotia-based Van Dyk's Health Juice Products Ltd. is squeezing the juice out of wild blue-

berries to produce a brand-new beverage consumers are likening to liquid blueberry pie. Blend in assistance from the Canadian Embassy in Washington and subsequent sale to a Pennsylvania customer, and you have a unique — and healthful — Canadian product

Continued on page 3 – Van Dyk's

International Business Opportunities Centre

The 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

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 — **Steel Cap Pistons with Retaining Rings** — Indian Railways is inviting bids (tender no. 0801150050) for 2,870 steel cap pistons with two retaining rings pt. no. 15345129 (each piston) drg no. SKE-0592 Alt "d" specn no. D89195 and D40175 (PL. no. 142605). Cost of bid documents: US\$50.00. Bid guarantee: US\$10,000. Closing date:

July 20, 2001. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010502-02270. (Notice received from the Canadian High Commission in New Delhi.)

INDIA — **Power Transformers SPN** — The Gujarat Electricity Board invites sealed bids for the supply of the following equipment: Lot 1 — Two 400/220 kV, 315 MVA power transformers; Lot 2 — Three 220/132 kV, 100 MVA power transformers and 20 220/66 kV, 100 MVA power transformers; Lot 3 — 98 66/11 kV, 15 MVA power transformers and 194 66/11 kV, 10 MVA power transformers. Bid security: Lot 1 US\$32,000; Lot 2 US\$160,000; Lot 3 US\$485,000. Cost of bid documents: US\$200. Closing date: July 31, 2001. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010427-02231. (Notice received from the Canadian High Commission in New Delhi.)

YEMEN — **Civil Service Modernization Project: Biometric Identification System** — The ministry of Civil Service and Modernization invites sealed bids from eligible bidders for the supply, installation and support of a turn-key identification (ID) system to generate a unique identification number using fingerprints and a second biometric technology. The ID card and EDB will

be the basis for managing the Civil Service Human Resource Management System effectively. The ID system will provide eligibility verification on enrolment, to eliminate existing person duplicates or aliases (open search), and identity verification on request (closed search) for the approximately 420,000 civil service and agency employees in headquarters, 10 Governorates and approximately 1,110 remote pay sites. The system implementation is scheduled to begin January 22, 2002 and to be completed not later than January 20, 2003. Cost of bid documents: US\$100. Closing date: **August 21, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010411-01335. (Notice received from the Canadian Embassy in Riyadh, Saudi Arabia.) *

IBOC trade opportunities — find out more at www.iboc.gc.ca



International Business Opportunities Centre

As Team Canada Inc's Sourcing Centre, the International Business Opportunities Centre (IBOC) matches business opportunities from around the world with the business interests of Canadian exporters, particularly small and medium-sized enterprises. IBOC offers a value-added service to trade commissioners by directly contacting Canadian companies about foreign trade leads.

To pursue our international trade leads, check out our Web site at www.iboc.gc.ca (particularly our E-Leads® and Web-Leads®).

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Managing Editor: Louis Kovacs
Editor: Julia Gualtieri
Layout: Yen Le
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E-mail: canad.export@dfait-maeci.gc.ca
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CanadExport

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getting its first, delicious, taste of the US\$5-billion U.S. natural foods market.

Just incorporated in fall 2000, and barely out of the test-marketing phase, the small (five-person) Van Dyk's Health Juice Products operation isn't quite ready to support the full plunge into exports. But exploring the marketing prospects (they're proving excellent) for a product that hasn't existed before has been a strategic component of Van Dyk's juice development process.

That process began in 1998 when Casey and Reik Van Dyk — co-owners of Van Dyk Blueberry Enterprises Ltd. — discovered that market potential existed for the juice of the wild blueberries they have been producing since the 1960s on their 700 acres in Caledonia, Queens County.

Health benefits pave way

Several factors came together to create the opportunity: the growing body of research supporting the health benefits of wild blueberries (they're ranked number one among fruits and

vegetables in anti-oxidant activity); the growing health-consciousness of an ageing population; and the discovery that the juice of a U.K. cousin, the bilberry, has been successfully marketed for health benefits.

Casey Van Dyk participated in a NEBS Plus mission to the Natural Products Expo East in Baltimore, Maryland — a mission organized by the Canadian Embassy in Washington in co-operation with AAFC's Atlantic Canada regional

Van Dyk's Health Juice Products Ltd.

Partnership produces results

It was to develop the processing technology for a 100% pure juice, as well as to target the market, that the company went into partnership with AAFC. In June 1998, a research position was created at AAFC's Atlantic Food and Horticulture Research Centre in Kentville, Nova Scotia, and the Van Dyks hired Randy MacDonald as their project manager to fill the position.

Financial support for the position came initially from the National Research Council's Industrial Research Assistance Program (IRAP) and, later in 1998, also from AAFC's Matching Investment Initiative (MII).

"We were after a high-quality, high-anti-oxidant product," explains MacDonald, noting that it is the presence of anthocyanins (phytochemicals responsible for the deep blue and red pigments) that gives blueberries their high anti-oxidant activity. Anti-oxidants are known for their benefits in combatting disease and age-related health risks.

The research centre supplied Van Dyk with laboratory space, equipment and scientific and marketing expertise — "resources that a small business like ours couldn't viably support on our own," says an appreciative MacDonald.

Mission provides market intelligence

It was during the development stage that Van Dyk got its first taste of the export potential. In October 1999,

offices and the Atlantic provincial governments.

Van Dyk credits the information-gathering trip with contributing to the success of his project. "Attending this international trade show was tremendously helpful in identifying trends in the overall health food market," he explains. "It also allowed us to see what specific juice products are being developed and promoted."

Trade show leads to sale

Van Dyk was so impressed with the information and contacts available from the trade show that he sent MacDonald to the September 2000 show. And that was where the newly incorporated company got its first U.S. customer — a health food store in Mount Pleasant, Pennsylvania, which ordered six cases of the juice.

Having discovered the export potential of its juice, Van Dyk is moving confidently into the next phase — a literal move into a self-contained work space at the Kentville facility (what MacDonald calls an "incubating space") before going out on its own. If all goes well — and the future is looking rosy purple — North Americans will soon be drinking, most enjoyably, to their health.

For more information, contact Randy MacDonald, Project Manager, tel.: (902) 679-5346, fax: (902) 679-2311, e-mail: macdonaldrl@em.agr.ca ✨

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



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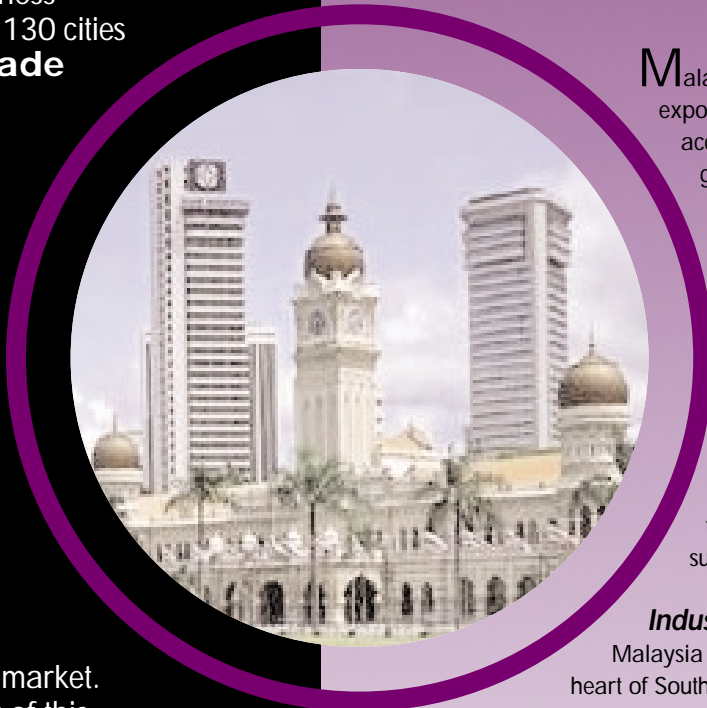
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The Forest Services M

Malaysia is the world's largest exporter of tropical wood, accounting for 70% of the global supply of raw logs. To maintain its competitive edge, Malaysia is putting its significant forestry resources on a more commercial, environmentally sound and sustainable footing. The move is driving demand for forest equipment and services and creating opportunities for Canadian exporters to supply it.

Industry Snapshot

Malaysia is strategically located in the heart of Southeast Asia, one of the world's fastest-growing trade and economic regions. Sarawak and Sabah, the two Malaysian states on the island of Borneo, dominate the Malaysian forestry sector, both as producers of tropical logs and home to the main timber companies.

The Malaysian forestry equipment and machinery industry is still underdeveloped. Local demand is therefore largely met

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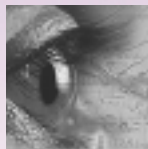
www.infoexport.gc.ca

by imports. Since 1994, Malaysia has imported an average of \$110 million worth of machinery each year, mainly from Japan and Taiwan. In 1999, Canada exported more than \$200,000 worth of forestry equipment to Malaysia.

Forestry continues to be one of Malaysia's fastest growing economic sectors. Its growing potential has led the Malaysian government to identify the wood-based sector as one of the key industrial groups for further development under its industrial master plan. As the government repositions Malaysia's timber industry, there will be opportunities for Canadian exporters of timber processing technology, equipment, forestry expertise and consultancy services.

Best Export Prospects

The globalization of the Malaysian forest industry over the past decade, coupled with the growing awareness of the impact of deforestation, has created both domestic and external pressures to tighten environmental standards. Malaysian timber companies are also under increasing pressure to make their operations more profitable. This has heightened demand for more efficient forestry equipment and more modern techniques that are both profitable and ecologically sound.



The most promising sub-sectors include:

- wood-working equipment, feller bunchers and harvester machines;
- reduced-impact logging (RIL) systems and solutions that are more profitable and cost-efficient than conventional selective logging;

- sawing equipment, dryers for wood and pulp and paper;
- automated production management systems;
- pulp and paper equipment;
- advanced drying and curing equipment and improved finishing technologies for the furniture industry; and
- forest management services, particularly in the areas of silviculture, reforestation, reduced-impact harvesting solutions and process control.

The Malaysian Government encourages any form of partnership, joint venture and technology transfer in the timber industry that enhances domestic capabilities.

Market Entry Considerations

The most common and effective practice for Canadian firms operating in Malaysia is to establish a relationship with a local agent/distributor. Approximately 80% of sales of forestry equipment/machinery are made through a major local distributor. A good local representative will usually arrange meetings, ensure compliance with local business practices, and act as a facilitator.

Doing business in Malaysia requires

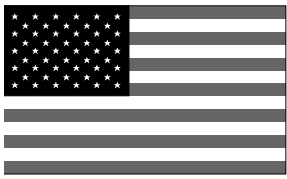
commitment to a long-term effort. Business is often conducted on the basis of strong personal relationships or rapport. Canadian companies are encouraged to establish a local presence through strategic partnerships, appoint a local distributor trained in supporting their products, and offer a high quality of service.

See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, please read *The Forest Equipment and Services Market in Malaysia*. This report and hundreds of others, prepared by the Market Research Centre of the Trade Commissioner Service, are available on-line at

www.infoexport.gc.ca

The screenshot shows a web browser window with the address bar containing www.infoexport.gc.ca. The main content of the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this is a dark banner with the title "The Forest Equipment and Services Market" and a circular image of a city skyline. At the bottom, there is a purple arrow pointing to the text "Access our market studies".



The U.S. Connection

The 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. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Finding a niche market "Next Door"

Paso Wood & Veneer

Paso Wood & Veneer Inc. knows how to open doors. The small Edmonton manufacturer of custom quality wooden doors and panels is aggressively pursuing the niche historic building renovation market on the U.S. eastern seaboard. The company's recent success on the west coast has opened another kind of door. While working on a contract for the historic Los Angeles City Hall, Paso was introduced to the services of the Trade Commissioner Service (TCS) through the Canadian Consulate General in L.A. The company's aggressive networking and new awareness of TCS assistance is promising to keep the door to the United States wide open.

Incorporated 25 years ago, Paso, at first a manufacturer of custom cabinetry and then of high-end veneered mill-work components, made the shift in 1998 to specialize in custom wood doors and panels. "We wanted to simplify our lives and target our market," explains Paso President Robert Pawluk.

From niches to networking

Coming on board at the same time, and acting as a catalyst for the decision, was marketing specialist and forestry graduate John Laing, now contracted to head up Paso's sales and marketing effort.

The company's marketing plan, developed by Laing, targets the higher-end historic renovation market on the U.S. eastern seaboard and avoids

competing with the big manufacturers. "We're able to custom-design doors to match existing decor or a particular historic era," says Pawluk. "That's something very few big manufacturers want to do."

From contacts to contracts

The company's strategy — to use Laing's contacts in the woodworking industry — has paid off. Paso has provided doors for such buildings as the U.S. Food & Drug Administration headquarters in Maryland, the Pope John Paul II Cultural Center in Washington, D.C., and Harvard University's 140-year-old School of Divinity.

Networking also played a big part in winning the 1999 contract in Los Angeles, which, although on the opposite coast from its target market, offered the company a seemingly tailor-made opportunity.

Imagination opens doors

Built in 1928, the L.A. City Hall was in the midst of a seismic retrofit to make it earthquake-ready. Hearing about the renovation, Laing found out who all the players were and contacted each one — the architect, the construction contractor, and the subcontractor for the doors.

Obtaining the design specs from Dallas-based door and hardware distributor WBH Industries, Paso

put together a proposal to create the 500 doors, which needed to pass the seismic requirements, meet L.A.'s fire code standards, and replicate the look and design of the original art-deco doors. "The doors didn't exist, so we took it upon ourselves to create them," says Pawluk. "We have the imagination to create the product required; we develop it to make it available."

TCS complements effort

It was while the City Hall doors were in production, in fall 2000, that Pawluk attended a Canada Mortgage and Housing Corporation (CMHC) export seminar in Edmonton. There he was introduced to Trade Commissioner Ron Merrick of the Canadian Consulate General in Los Angeles and learned about the services available from TCS.

Subsequently receiving some potential leads and some unexpected but welcome media exposure through L.A. Consulate Business Development Officer Michael Pascal, Pawluk is now a big fan of TCS. He strongly recommends contacting the Canadian commercial officers abroad, who can provide access to databases, customer lists and marketing information. "These kinds of services complement our own aggressive marketing strategy," says Pawluk.

World is your workplace

Pawluk, currently providing doors and panels for Phillips Exeter Academy in New England, sees no limits on market potential, even for small companies such as his. "Just because you're small doesn't mean your market has to be in your own neighbourhood.

Continued on page 7 — Paso Wood



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world, and works with companies in all sectors, selling construction equipment and building systems, water purification and waste management technologies, multiple vitamins, picture frames and frozen chicken.

Tapping into the US\$5.3-trillion government procurement market

New trends in the global market

A number of trends suggest that Canada's share of the vast global procurement market can only grow.

First, new markets are opening up, and old markets are improving through the evolution of rules-based trading regimes such as the World Trade Organization.

In most countries of the Americas, public-sector modernization has become more prevalent during the last decade, leading to increased Canadian trade. For example, the entire emergency response system for a large city in Colombia — the equivalent of our 911 — is supplied by **Positron**, a Montreal company. (See *CanadExport*, February 15, 2001 issue)

Canada's free trade agreement with Chile provides an attractive base for business in the Southern Cone countries, as will the recently signed

agreement with Costa Rica. (See www.dfait-maeci.gc.ca)

A second trend is that governments worldwide are now privatizing many of their services. This means foreign private companies are becoming increasingly important as



sources of procurement opportunities and as partners in public-private contracting arrangements.

At the same time, international customers are looking increasingly for one-stop-shopping, (it saves the time and costs associated with multiple tenders). Firms that offer complete system solutions and project management, in addition to their core technical competence, are best placed to grow.

"What all of this means is that the US\$5.3-trillion market is there right now, and Canadian companies need to be more aggressive in getting their share," said Patriquin.

Barriers to success

Cost and pricing are often issues for Canadian exporters, particularly for those facing competition closer to the market. But almost one quarter of the companies surveyed by CCC cited excessive red tape, paperwork, insufficient experience, limited contacts or marketing difficulties as barriers to success in government markets.

Canada, however, has a powerful team of trade agencies to support exporters, including its trade commissioners and Canada-based trade centres, provincial and federal government departments, Crown corporations and industry associations, as well as professional firms and financial institutions.

How CCC can help

First, CCC lends credibility to Canadian companies, particularly small and medium-sized firms, by assuring buyers of contract performance.

Second, CCC opens doors, giving companies preferred entry to government markets, through umbrella arrangements such as the Defence Production Sharing Agreement (DPSA) in the United States, or on a one-off, negotiated or sole-source contract basis.

Third, CCC's presence usually results in better contract terms. Knowing that CCC guarantees performance often means that buyers will waive requirements for bank guarantees or performance bonds. This means easier access to advance payments from buyers, and less cost and fewer headaches for the exporter.

CCC specializes in government sales and can eliminate and mitigate some of the barriers associated with government purchases.

Other CCC benefits

CCC's role is not restricted to the negotiating and signing stage of a project. It begins with identifying opportunities abroad in markets where CCC is particularly knowledgeable and then matching those needs with Canadian capabilities. (See www.usopportunities.com)

CCC also helps exporters develop customized, winning proposals. "With their knowledge of foreign markets, our officers provide top advice on how to interpret regulations and structure compliant bids," said Patriquin.

CCC can arrange project-related working capital financing, through the Progress Payment Program, providing exporters with the resources they need to execute contracts.

Finally, once a contract is signed, CCC monitors the transaction, mediating conflicts and intervening on behalf of suppliers in the event of payment disputes. If the contractor fails to fulfill the contract, CCC makes good on its obligation to the buyer.

CCC's new approach

In an effort to better serve Canadian companies and to increase its ability to help more clients access this huge market, CCC has made changes to its contracting operations and business development activities.

Continued on page 12 — CCC

Paso Wood & Veneer

—Continued from page 6

With travel and the Internet, you can work anywhere. You might enjoy living in your neighbourhood, but you don't have to work there."

For Pawluk, northern Alberta is the place to live, but the door to his workplace is definitely on the U.S. eastern seaboard.

For more information, contact Robert Pawluk, Paso President, tel.: (780) 477-7500, fax: (780) 477-1212, e-mail: rpawluk@pasowood.com 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection")

One fall morning in 1996, half a dozen Canadian businesspeople living in Bucharest got together to discuss their common interests and objectives over breakfast. By the end of the meal they had become the first members of the Canadian

of visiting delegations. They assist us in welcoming those delegations and preparing activities. We're grateful for their assistance in our endeavours. They are our best partner and supporter."

With the Embassy's Commercial Counsellor a permanent member on

regular e-mail communications from Canadians who have visited and want to come back or who are contemplating a first visit."

Canadians welcome

Bergeron, who is CEO of Arctic S.A., a Romanian leading producer of refrigeration appliances, is highly optimistic about trade opportunities in his adopted country of residence. "I strongly believe Romania has the potential to really develop into a presence in the international arena. First, there's extraordinary potential in those businesses — construction, textiles, automotive, and so on — in which Canadians are already present in the market. Plus, there's enormous potential in engineering and information technology."

Romania, which has been slower than countries such as Hungary or the Czech Republic to complete its transition to a market economy but is now an associate member of the European Union, offers long-term potential for economic growth. The country saw positive growth in 2000, its first in several years, and recent projections show GDP growth reaching 3% in 2003 and thereafter. Canadian exports to Romania were \$59.2 million in 2000, up from \$34.8 million in 1999, while Canadian imports from that country reached \$102 million in 2000, up from \$99.2 million in 1999.

Bergeron stresses that the CBA is very ready to help Canadians new to the market to network with potential partners in Romania. "There's a lot of business to be done in this country, but you have to come and visit us and see for yourself," says Bergeron, who ends with an irresistible invitation: "The Embassy and the CBA — and indeed the Romanian people — will welcome you with open arms."

For more information, contact Georges Bergeron, CBA President, tel.: (011-40-45) 710-565, fax: (011-40-1) 312-2873, e-mail: gbergeron@arctic.ro Web site: www.cba.ro 🌸

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Business Chambers/Associations")

Canadian Business Association in Romania

Home away from home in Bucharest

Business Association in Romania (CBA). The brainchild of then-Commercial Counsellor Mitch Vlad, and continuing its close alliance with the Canadian Embassy in Bucharest, the CBA offers a place for all Canadians doing business in this burgeoning market to network and promote trade with Romanian partners.

Currently 70 strong, the CBA membership consists of Canadians working for a wide variety of Romanian-based and Canada-related companies, as well as Romanians with links to Canadian companies. The CBA supports its members in their commercial endeavours by providing networking opportunities, regular get-togethers, guest speakers, and contacts with government organizations.

"Networking is the key word here," explains CBA President Georges Bergeron, a Canadian businessman who has been living in Bucharest for six years and is one of the association's founding members.

Embassy best partner

Without doubt the CBA's own most important partner is the Canadian Embassy. "Without the Embassy, we would not have reached the level of penetration that we have so far," says Bergeron, whose non-profit organization is financially independent. "The Embassy officers make us aware

the CBA Board of Directors, a close association between the two organizations is assured. As Bergeron explains, that close relationship means that most new Canadians coming to Romania become CBA members. "The Embassy makes them aware



of our presence. They are invited to our events, and then they join as members. Let's face it, the Canadian community in Romania is small, so we have to hold hands and help each other to promote our presence and develop our mutual interests."

Web site provides portal

The CBA's recently revamped Web site, created in November 1999 at the encouragement of the Embassy, provides another focal point for the Canadian business community in Romania and also acts as a portal for Canadian companies looking to do business in the country.

"I can't recite precise numbers but our visitors are increasing exponentially," says Bergeron. "We're getting

If your giftware company is export-ready, then the Canadian Consulate in Munich and the Canadian High Commission in London are ready to invite you to join the **New Exporters to Overseas (NEXOS) mission to Frankfurt and London** from August 25 to September 3, 2001. The focus of this year's mission is on opportunities at two of Europe's largest giftware trade exhibitions: **Tendence** (www.tendence.de) in Frankfurt and the **Autumn Fair** (www.autumnfair.com) in Birmingham.

Why participate?

The answer is simple: one trip to Europe provides participants with a chance to evaluate two markets — the U.K. and Germany.

The giftware market in the U.K. is worth an estimated \$9.5 billion, and growing steadily. Opportunities for Canadian manufacturers exist in a variety of areas such as art and framing, wooden items, fashion accessories and leather goods, as well as articles created in porcelain, china and plastic.

While rooted in high-quality design and manufacturing, the industry in the U.K. is experiencing vigorous competition fueled by imports of innovative price-competitive items, and by consumer demand for more

Giftware mission to Germany, the U.K.

Tendence and Autumn Fair

casual items, specifically house- and table ware. To learn more about the U.K. giftware market read the market research report at www.infoexport.gc.ca/docs/38260-e.pdf



The giftware market in Germany is worth approximately \$8 billion and involves some 700,000 articles, from interior design accessories over tableware, to arts and crafts sold in approximately 60,000 outlets, including Convenience-Shops. Although their cost of living is on the rise, the German people still regard gifts as an important expression of friendship or appreciation and have therefore increased their spending in recent

years. With this increase in spending has come an increased interest in articles from abroad.

NEXOS program

In addition to the trade fair visits, the NEXOS program will include briefings, seminars, workshops, tours of retail outlets and visits to manufacturers in each city.

For more information, contact Michelle Gartland, Commercial Officer, Canadian High Commission, London, tel.: (011-44-20) 7258-6362, fax: (011-44-20) 7258-6384, e-mail: michelle.gartland@dfait-maeci.gc.ca or Frieda Saleh, Commercial Officer, Canadian Consulate, Munich, tel.: (011-49-89) 2199-5716, fax: (011-49-89) 2199-5757, e-mail: frieda.saleh@dfait-maeci.gc.ca 🌸

MEDICA — Exporting Canada's Health industry to the European market

Interested in developing new markets? Thinking of expanding your export markets to include Europe? Then consider joining a New Exporters to Overseas (NEXOS) mission to Dusseldorf to visit MEDICA 2001, November 21 to 24, 2001.

Based on market estimates for each of the member states, the collective market value of the European Union's health industries is estimated to be a healthy \$1.4 trillion. Health services, which includes everything from direct health-care delivery and management to hospital and clinic support services

and equipment rental, represent the bulk of this figure. According to IMS Health, the European market for pharmaceuticals in 2000 increased 8% (based on sales) over 1999 to reach \$112.2 billion — representing 23.7% of global sales.

The combined value of the medical devices markets among EU member states in 2000 was \$46.4 billion (calculated from Espicom Business Intelligence's mediSTAT country profiles), with the most lucrative markets being Germany (\$8.8 billion), France (\$4.8 billion), Italy (\$3.7 billion) and the United Kingdom (\$3.6 billion).

MEDICA (www.messe-duesseldorf.de/medica2001 or <http://strategis.gc.ca/medica>) has been internationally renowned in the world of medicine for many years as the leading trade fair for both in- and out-patient care. MEDICA 2000 boasted an impressive 3,500 exhibitors, more than half of whom were from abroad — a convincing testimony to the outstanding significance of this show. More than 125,000 visitors, one third from abroad, come to MEDICA to exchange information, compare products and decide what to purchase. At MEDICA, they're certain to spot state-of-the-art developments and trends, in surgical techniques and laboratory automation for example.

Continued on page 10 — MEDICA

Bulgaria may have a small telecommunications market, but the country has big plans for developing it, according to a major Bulgarian policy document. Bulgaria is currently in the process of liberalizing this market, a challenging one for foreign investors. Strategically located in

climb between 10 to 15%, reaching US\$677.5 million. For 2001, the growth is expected to be 15%. State policy on telecommunications in Bulgaria is conforming to trends adopted by the European Union. As part of its accession strategy, Bulgaria is harmonizing its legislation with that

favoritism or "cosy" practices. Currently, all private or public entities must use the competitive bid procurement process which can generate a heavy load of paperwork.

Finding a local partner to help navigate the procedures, laws, market specifics and distribution channels is the best way to enter the Bulgarian telecom market.

For more information on opportunities in Bulgaria, contact Ivailo Savov, Commercial Officer, Canadian Honorary Consulate, Bulgaria, tel.: (011-359-2) 943-4024, fax: (011-359-2) 943-3707. ✻

(For the unabridged version which includes a list of key contacts in Bulgaria, see www.infoexport.gc.ca/docs/view-e.asp?did=5500&gid=68)

The telecommunications market in Bulgaria

the Balkans, Bulgaria is a hub for telecommunications traffic from Europe to the Middle East and to the southern part of the Commonwealth of Independent States (CIS) and Asia.

Background

The state-owned Bulgarian Telecommunications Company (BTC Ltd.) owns the telecommunications network in Bulgaria. As of January 1, 2000, BTC held a 92% share of the telephone services, comprising 2,394,118 residential subscriber lines and 860,624 business lines. Analogue transmission is clearly preferred, with 85% of residential lines and 70% of businesses lines subscribing to analogue service. Digital service accounts for the remainder.

The total value of the Bulgarian telecom market, including equipment, services, computer hardware and software, was estimated at US\$611.7 million in 1999. During 2000, this market was expected to

of the EU to ensure that the legal and regulatory aspects of telecommunications comply with EU principles.

Opportunities

Canadian telecom strengths can be tapped in the following areas:

- wireless equipment
- military air navigation and airport systems
- cable TV networks
- digital networks

Obstacles

Canadian companies can expect to face severe competition from European companies. All major European players are involved in the local market, with SIEMENS, Ericsson, Nokia and Alcatel in the lead.

The dense administrative system can present problems as well. Although registering a business name and articles of incorporation is not difficult, bidding for BTC or government tenders can be tedious, due to

MEDICA 2001

— Continued from page 9

And the number of visitors just keeps on growing, further proof that MEDICA is the pacemaker in the health services field, for everyone from practical users in day-to-day medicine to those who make the investment decisions.

In addition to visiting the show, members of the NEXOS mission will have an opportunity to participate in briefings on the European Health Industry markets and will also be offered one-on-one business partnering opportunities with companies that have been carefully matched to their interests. To make the most of this opportunity, candidates should supply information about their companies to the organizers as soon as possible.

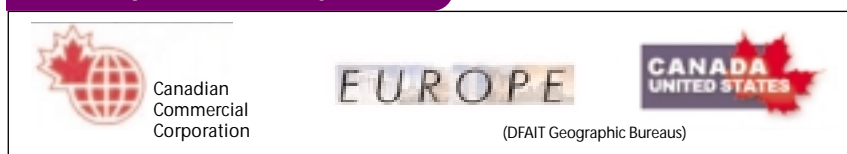
So why not take advantage of the NEXOS mission to forge new contacts, gain new information, and put your business case before potential new clients.

For more information, or to register, contact Yvonne Gruenthaler, Austria and Germany Trade Desk, DFAIT, tel.: (613) 943-0893, fax: (613) 995-6319, e-mail: yvonne.gruenthaler@dfait-maeci.gc.ca ✻

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The Chinese metals, minerals and mining equipment markets are some of the largest in the world in terms of production, consumption and potential for growth. These markets are currently characterized by rapid change, both in commercial terms and, significantly, with respect to their regulatory and administrative environments.

Market overview

New legislation which improves investment conditions, coupled with an ongoing initiative to de-link Chinese mining enterprises from direct government control, should breathe new life into an industry which remains characterized as inefficient, non-transparent and prohibitive for foreign investors.

The ongoing government reform process has resulted in growing efforts to tackle systemic problems of inefficient resource development, environmental degradation, questionable business practices, and untapped economic potential.

The positive contribution that foreign expertise and capital can make in rapidly addressing these challenges has been identified as part of this relatively new government initiative. Nevertheless, foreign mining companies still face a series of hurdles in trying to operate in China, including ambiguous and unpredictable regulations and procedures.

Specific opportunities for Canadian companies exist in the following areas:

- the provision of mining equipment, in particular, advanced high-quality equipment and vehicles for underground and open-pit mines;
- the provision of equipment, procedures and management training for mine safety;
- mining prospecting joint venture or wholly-owned foreign enterprise (WOFE) opportunities — especially as exploration intensifies in the

more remote and under-explored areas of China's western and central regions; and

- mining investment, in order to take advantage of the greater opening

this sector — including opportunities, promotional events, do's and don'ts, key contacts and support services — see *The Mining Industry in China*, a market report published by DFAIT's

Opportunities down deep

Chinese mining

up of the market and more favourable policies announced by Chinese authorities.

For a more complete picture of

Market Research Centre. The report is available at www.infoexport.gc.ca or at FaxLink (613) 944-4500 (under FaxLink no. 43115). ✨

China Coal & Mining Expo 2001

BEIJING — October 9-12, 2001 — Be part of the Canada Pavilion at the **China Coal and Mining Show** (www.together-expo-com/Coal_2001) which offers Canadian companies an opportunity to introduce their products to a major market. China is the world's largest producer of coal, zinc, rare-earth metals and steel, one of the largest producers of gold, and is the second-largest producer of 10 of the most important non-ferrous metals.

Current priorities include increasing mineral exploration and research, improving the efficiency of mining extraction and processing, enhancing health and safety and improving the environmental sector.

Demand for leading-edge mining equipment is strong in China. With China's accession to the WTO imminent, the general import duty rate averaging 16% should gradually be lowered to 10% over a five-year period. To be even more competitive in the market, some foreign companies have opened joint ventures or wholly-owned foreign enterprises (WOFE) and are producing equipment in China.

By participating in **China Coal & Mining Expo 2001**, mining equipment manufacturers can position them-

selves to find business opportunities through sales and partnerships.

This event is also of great interest for mining exploration companies, specifically in the coal, ferrous and non-ferrous metals, precious metals and industrial mineral industries.

CAMESE (The Canadian Association of Mining Equipment and Services for Export) is a sponsor of the event along with DFAIT and the Canadian Embassy in Beijing. Do not miss this excellent opportunity to explore, develop and strengthen your share of the very large Chinese mining market.

To reserve a booth or poster in the Canada Pavilion, contact Francis Bourqui, CAMESE, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail: bourqui@camese.org Web site: www.camese.org

For information on the mining sector in China, contact Su Yun Myong, China and Mongolia Division, DFAIT, tel.: (613) 996-3607, fax: (613) 943-1068, e-mail: suyun.myong@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/cn or Kevin Thompson, Canadian Embassy, Beijing, tel.: (011-86-10) 6532-3536, ext. 3370, fax: (011-86-10) 6532-4072, e-mail: kevin.thompson@dfait-maeci.gc.ca Web site: www.canada.org.cn ✨



There's nothing like constructive feedback to make a good show even better. Exhibitors at this year's **FOODEX 2001** exhibition, held in Chiba, Japan in March, took the time to respond to an extensive survey about their experience at the show. While the results were mostly positive, there is

Chiba, Japan

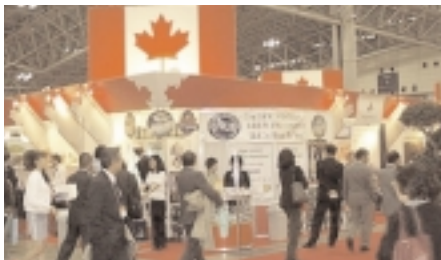
FOODEX 2001

Canadian Food Exporters Association and The National Farm Products Council. Canadian food products on the table included everything from seaweed (Acadian Seaplants Ltd.), flax (Northern Lights Flax) to soybean snacks (Croc'Dor Foods Inc.) and hydroponic lettuce (Hydronov Inc.).



always room for improvement and organizers of **FOODEX** will no doubt be using some of the suggestions to make next year's show — to be held in March 2002 — an even greater success.

The 26th annual International **FOODEX** was held March 13 to 16 at the Nippon Convention Centre near Tokyo, Japan. The Department of Agriculture, Agri-Food Canada and the Department of Foreign Affairs and International Trade (DFAIT) organized the Canadian



Canadian stand at **FOODEX 2001** exhibition, held in Chiba, Japan.

stand at this year's **FOODEX**, which is Japan's premier food promotional event and the largest food fair in Asia.

A record 2,379 exhibitors turned up for **FOODEX 2000** to exhibit their products and services before 94,054 industry professionals from across Japan and Asia. While this year's total attendance was down slightly from last year, there was an increase in the total number of exhibitors, with the Canadian stand featuring 33 exhibitors (two-thirds in processing/manufacturing), representing 55 companies, in addition to organizations such as the Canada Beef Export Federation, the

Highlights

Almost all of the participants agreed that Canada needs a strong national presence at major international food shows like **FOODEX**, and, that Canadian exhibitors can really benefit from coming together under a national stand. On an individual level, almost two thirds of survey respondents came away from the show with a total of 217 solid new leads, 75% of which were in Japan. For the most part, exhibitors were successful at introducing a product or their company to the market, while over half said they used the show to maintain a strong market presence and high visibility.

Exhibitors, on the whole, managed to accomplish a number of goals, including meeting with current customers, viewing industry trends and learning about the Japanese market.

Highlights included on-site sales of over \$500,000 reported by one company, while two others reported sales between \$100,000 to \$500,000. When asked about the impact of **FOODEX 2001** on future sales, two companies predicted sales of over \$500,000 in the near term.

Helpful hints for next year's show

Overall, the exhibitors were very satisfied with the services offered by Embassy staff and with the Canadian stand in general, stating that it was attractive and visible. In describing the overall organization and administration of the Canadian stand, 48% thought it was excellent.

However, exhibitors did offer **FOODEX** organizers a few tips for next year's show which organizers will be happy to address.

This year was the first at **FOODEX** for over one third of the survey respondents; with organizers taking their suggestions for improvements, they'll have more good reasons to return to Japan next year for **FOODEX 2002**, to be held March 12-15, 2002.

For more information, contact Matthew Fraser, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: matt.fraser@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka 🌸

CCC — Continued from page 7

In international markets, CCC's new approach has business teams dedicated to key industry sectors, including Aerospace and Defence, Transportation and Machinery, Technology, Environment and Consumer Products. In addition, CCC has established a Market Opportunities Development unit to identify market opportunities in key sectors and geographic markets. Initial focus is on the Americas and on the aerospace, environment, and information and communications technologies industries.

CCC's unique ability to assist exporters in its largest market, selling to the U.S. Department of Defense and the National Aeronautics and Space Administration under the DPISA, remains unchanged.

Three Cs to success

In closing, Patriquin encouraged members of the audience: "Put us to work for you. Draw on our expertise and contacts. Let us open up a world of possibilities you might not have considered. And let us bring Credibility, Contracts and Closure to your business abroad."

C-C-C: three letters that could open up 5 trillion opportunities for your business. (See www.ccc.ca) 🌸

As a leader of the transparency movement, Canada seeks to let the public know what's on the table in international negotiations. But to do that, we must obtain the agreement of those we are negotiating with.

In the lead-up to the April summit in Quebec City, we convinced our partners to release documents related to the proposed Free Trade Area of the Americas (FTAA). As International Trade Minister Pierre Pettigrew explains, "By making the [FTAA] negotiating texts public, we will be demystifying them. By allowing the public to consult the texts, we eliminate one of the loudest claims of the anti-globalization movement: the accusation that trade deals are shrouded in secrecy, concluded behind closed doors with only the interests of transnational corporations taken into account."

Now Canada is working for the same transparency at the World Trade Organization (WTO) meeting in Qatar in November 2001.

Of course, we do not need the approval of others to let Canadians know what our own trade policy experts are studying and thinking. Accordingly, on May 29 the Depart-

ment of Foreign Affairs and International Trade released *Trade Policy Research 2001*, an unprecedented publication that sheds light on the technical deliberations being held in

A look behind the scenes

Trade policy making

the still-long shadow of the abortive 1999 Seattle WTO Ministerial.

John M. Curtis is the Department of Foreign Affairs and International Trade's (DFAIT) Senior Policy Advisor and Co-ordinator for Trade and Economic Policy. He says, "This is a look into the debate about the analysis and evidence that informs policy, and at the issues policy makers are increasingly having to address."


Curtis chairs the World Trade Issues Working Group operating under the government's Policy Research Initiative — a concerted effort to enhance policy research capacity at the federal level.

Trade Policy Research 2001 presents the findings of the Working Group, organized into three sections.

Part I is titled "Reflections on Trade Policy Post-Seattle". It examines the WTO Seattle talks and considers what needs to be done to regroup and move ahead.

Part II is titled "The 'Trade and ...' Agenda". In it, Government of Canada experts tackle the complex new trade issues raised by globalization and ever-deeper economic integration across borders.

Part III is titled "Implications for Trade Policy". In it, Dan Ciuriak, Deputy Director of DFAIT's Trade and Economic Analysis Division, and John Curtis attempt to synthesize the issues and information. Curtis concludes, "Trade has become too important to be left to the elites."

Trade Policy Research 2001 is available on-line at www.dfait-maeci.gc.ca/eet/menu-e.asp 

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

NOVA Chemicals strengthens technology position in Indian marketplace

NOVA Chemicals of Calgary, Alberta, has been an active participant in the Indian polyethylene (PE) market for over a decade. NOVA Chemicals entered the Indian market through licensing its SCLAIRTECH™ PE technology to Reliance Industries Limited (RIL), and has since grown to become the leading PE technology supplier in India. NOVA Chemicals' PE technology is currently utilized in two world-scale plants of RIL, the leading private-sector enterprise of India, with collective capacity of 400 kta. Gas Authority of India

Limited (GAIL), a Government of India undertaking, has also successfully licensed the company's technology for a 160 kta PE plant. Both the producers have enjoyed tremendous success in the marketplace and their resins are considered the benchmark in the Indian PE industry.

Building on this foundation of success, NOVA Chemicals recently entered into new agreements with both these licensees to apply new capacity-enhancing technologies to their plants. Under the new agreements, RIL and GAIL plants would

be expanded by 80 kta and 50 kta respectively.

In addition to the expansions, NOVA Chemicals is undertaking a joint development program with RIL to apply new leading-edge technologies for developing high performance products that will enhance their current product portfolio and meet the evolving needs of the Indian marketplace.

The collective value of the recent expansion and development projects with RIL and GAIL is upward of US\$50 million.

"We are proud of our achievements in India," says Dave Purvis, General Manager of Licensing for NOVA Chemicals. "We have established strong relationships in India and we

Continued on page 14 - NOVA

Don't let the kangaroos and koalas fool you — it's what you don't see in Australia that's really worth exploring. As you stride the country's dusty plains, beneath your feet is literally wealth beyond imagining:

The past decade saw discovery of over a dozen world-class mineral deposits. But even in areas where mines exist, new discoveries continue to be made. The continent remains under explored at depths greater than

Discover Australia's mining supply market

massive deposits of minerals and fossil fuels as yet barely tapped. Now moving to exploit these resources is a booming mining industry — and that's where Canadian mining supply businesses can hit paydirt.

100 metres, and little has been done to exploit its huge potential reserves of offshore oil and natural gas.

Historically, the Australian mining industry imported over 50% of the equipment it used. In more recent



Mt. Newman in Western Australia is the site of the largest continuous iron deposit in Australia. With reserves approaching 1000 million tonnes, annual production exceeds 30 million tonnes.

Australia holds the world's largest known economic resources of bauxite, iron ore, lead, zinc, silver, uranium, industrial diamonds and mineral sands. It also has huge reserves of black coal and gold. Advances in prospecting and extraction technology are bringing more and more of this wealth within reach.

years, it has developed its capacity to supply products and services for exploration, mining and processing, and for environmental management. Still, imports fill a major share of the industry's requirements, especially for heavy equipment and high-tech products.

AUSTRALIA'S MINING INDUSTRY

- Reserves (tonnes)
 - black coal 69 billion
 - iron ore 18 billion
 - bauxite 2.5 billion
 - gold 3400+ tonnes
- Direct employees: 85,000
- Value of projects underway: A\$15 billion
- Value of possible further projects: A\$50 billion
- Spending on exploration: A\$1 billion per year

For companies in Canada's highly developed mining equipment and services supply industry, that spells business opportunities. One option is to line up agents or distributors in the Australian market; another is to set up joint ventures with local companies to manufacture under licence and/or assemble imported components. The market includes a wide range of sectors and geographic areas. Often these are best covered by separate representatives with in-depth knowledge of particular segments.

The Canadian Consulate General in Sydney has details on the market and who to approach, plus guidance on where to learn more about the mining and equipment/services supply industry. It is also helping to co-ordinate Canadian participation in the **GME 2001 Goldfields Mining Expo**, to be held in Western Australia in October (see **Trade Fairs and Missions** on page 15).

For more information, contact Robert Gow, Business Development Manager, Canadian Consulate General, Sydney, tel.: (011-61-2) 9364-3045, fax: (011-61-2) 9364-3097, e-mail: robert.gow@dfait-maeci.gc.ca Web site: www.canada.org.au 🌟

NOVA Chemicals — Continued from page 13

are committed to helping our licensees maintain their leadership in the Indian PE marketplace."

For more information, contact Amitabh Arora, Commercial Officer Canadian Consulate, Mumbai, tel.: (011-91-22) 287-6027, fax: (011-91-22) 287-5514, e-mail: amitabh.arora@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/in 🌟



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KALGOORLIE, WESTERN AUSTRALIA —

October 16-18, 2001 — Stake your claim to supply Australia's booming mining industry at the **GME 2001 Goldfields Mining Expo**. The event takes place in a region where metal production equals 15% of Canada's output. Attending the show are miners and tradespeople working in the local mines, plus mining supervisors, superintendents and managers.

Canadian participation is being co-ordinated by the Canadian Association of Mining Equipment and Services for Export (CAMESE) — the national voice for Canada's mining equipment and service exporters — together with the Canadian Consulate General in Sydney.

For businesses in the Canadian mining supply industry, this is an

GME 2001 Goldfields Mining Expo

opportunity to support current sales efforts into the Australian market, and to open new relationships with local sales representatives and distributors looking for new lines.

For details on the mining industry in Australia, see "Discover Australia's mining supply market" on page 14.

To register for GME 2001, contact CAMESE, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail: minesupply@camese.org Web site: www.camese.org

For more information, contact Robert Gow, Business Development Manager, Canadian Consulate General, Sydney, tel.: (011-61-2) 9364-3045, fax: (011-61-2) 9364-3097, e-mail:

robert.gow@dfait-maeci.gc.ca
Web site: www.canada.org.au 🌟



The Canadian national stand at a previous Goldfields show — spacious enough to accommodate a dozen company booths, as well as representatives from CAMESE and the Consulate General.

Salon de l'Éducation

PARIS, FRANCE — November 22-26, 2001 — For the third year in a row, Canada will take part in France's annual **Salon de l'Éducation**, which includes **Educatec**, the world's largest professional exhibition of educational and training equipment, systems and services.

Last year's event drew 500,000 visitors, both professionals and members of the public. Participants included Industry Canada's **SchoolNet** and **Netd@ys**, the **Canadian Technology Human Resources Board**, Quebec's **Télé-Université**, and New Brunswick's **TeleEducation NB**.

Electronic education (e-education or e-learning) applications are used by 90% of U.S. firms but only 11% of firms in Europe. French legislation requires businesses to spend the equivalent of 1.5% of the company payroll on employee training. With over 45,000 providers active in the private sector alone, the training market in France is expected to be worth \$30 billion this year. In 2002, e-learning could account for 12% of training expenditures.

The Canadian Embassy in Paris can help Canadian e-learning providers enter this competitive market:

- At the **World Education Market exhibition and conference** in Vancouver, May 21 to 24, 2001, the Embassy's Trade Officer was on hand to facilitate networking and to provide information on the French market to Canadian exporters.
- At the **Salon de l'Éducation/ Educatec** in Paris this November, companies can participate in a Canadian booth managed by DP Expos Inc. The Embassy will also co-ordinate exhibitions, tours, conferences and more.

For more information, contact François Gauthé, Commercial Officer, Technology, Media and Telecoms,

Continued on page 16 – Salon

Alger Telecom 2001

ALGIERS, ALGERIA — September 16-19, 2001 — Canadian firms are invited to participate in **Alger Telecom 2001**, Algeria's first specialized international trade fair in the areas of telecommunications, information technology, broadcasting and networking.

This event is recommended for professionals seeking to penetrate the Algerian telecommunications market, which has been expanding rapidly. In fact, Algeria is one of the most promising telecommunications and IT markets in the Maghreb.

Over the medium term, the Algerian government expects to triple the number of fixed-line subscribers to

Continued on page 16 – Alger

Mexitronica 2001

GUADALAJARA, MEXICO — October 10- 12, 2001 — Canadian firms are invited to participate in **Mexitronica**, the annual **National Electronics Manufacturing Conference and Exposition of Mexico**. Firms participating in the Canada stand will enjoy the support of trade staff in matchmaking and translation, and will receive assistance for site visits to manufacturing operations.

Mexitronica is an excellent showcase for Mexico's large electronics manufacturing industry. As the "Silicon Valley" of Mexico, Guadalajara has become an important centre for original equipment manufacturer (OEM) and electronic manufacturing services (EMS) manufacturing operations, with some 120 companies in the electronics cluster employing 80,000 people in

Continued on page 16 – Mexitronica

CMHC International Housing Market Seminars

Following the success of the "Go Europe" and the "Go America" housing market seminars, the Canada Mortgage and Housing Corporation (CMHC) is offering a new series of seminars on the Asian market. "Go Asia" is designed to update Canadian exporters — both new and experienced — on market developments in Japan, China and Korea, as well as to disseminate information based on CMHC market research projects.

Seminars will take place on the following dates:

VANCOUVER — September 10
EDMONTON — September 12
TORONTO — September 14
MONTREAL — September 17
CHARLOTTETOWN — September 19

For a \$150 registration fee (taxes included), the series features sessions on changes in product rules and standards, market opportunities, matchmaking meetings with buyers, a networking luncheon and interpretation services.

For more information, contact Nellie Cheng, CMHC Vancouver Regional Business Centre, tel.:

(604) 666-8064, e-mail: ncheng@cmhc-schl.gc.ca

The "Go Europe" series of seminars will be offered once again across the country from **September 20-28, 2001**.

For more information, contact your local CMHC office or e-mail international@cmhc-schl.gc.ca ✻

Alger Telecomp 2001

— Continued from page 15

6 million, and to extend the fibre-optic network from 80,000 kilometres to 150,000 kilometres. Opportunities also exist in the mobile telephone market, as well as in wireless telephony. Algeria is seeking to develop both satellite and radio communications, to adapt to new information technologies and to respond as quickly as possible to the significant unmet demand.

Canadian firms interested in breaking into this promising sector are encouraged to contact the Canadian Embassy in Algeria for information. The minimum cost of participation in this event is estimated at \$2,000 — a \$500 registration fee and \$350 per square metre of exhibition space.

For more information on participating in **Alger Telecomp 2001**, contact the Canadian Embassy, Algiers, before **June 28, 2001**: Gilles Poirier, Trade Commissioner, tel.: (011-213) 21 91 49 51, fax: (011-213) 21 91 47 20, e-mail: gilles.f.poirier@dfait-maeci.gc.ca or Rachid Benhacine, Trade Officer (Telecom and IT), tel. and fax: (same as above), e-mail: rachid.benhacine@dfait-maeci.gc.ca

Further information is available on the Web site of Fairtrade, the German organizer of **Alger Telecomp 2001**: www.fairtrade-messe.de ✻

Mexitronica 2001

— Continued from page 15

Guadalajara alone. The show draws companies from all parts of Mexico, and is the key event for suppliers of components, equipment and other goods and services for the electronic products manufacturing sector.

For more details on Mexitronica, visit www.mexitronica.com

For more information on the Canada stand, contact Fernando Baños, Senior Commercial Officer, Canadian Consulate, Guadalajara, tel.: (011-52) 3615-6215, fax: (011-52) 3615-8665, e-mail: fernando.banos@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/mx/gdl or Sandeep Mathur, Industry Canada, tel.: (613) 957-8072, fax: (613) 952-8419, e-mail: mathur.sandeep@ic.gc.ca ✻

Salon de l'Éducation

— Continued from page 15

Canadian Embassy, Paris, tel.: (011-33-1) 4443-2358, fax: (011-33-1) 4443-2998, e-mail: francois.gauthe@dfait-maeci.gc.ca Web site: www.amb-canada.fr ✻



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