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Vol. 19, No. 9 –
May 15, 2001

**UNITED NATIONS
PROCUREMENT GUIDE**
(See insert.)

Long-standing engagement with India

Cubex Limited

Hemant Shah, CEO of Winnipeg-based joint-venture company **KLR Cubex Indo Canada JV** (Cubex India), isn't shy about crediting the Canadian Trade Commissioner Service (TCS) for his many export successes. The introduction to his current joint-venture partner, in fact, came from



Cubex C.E.O. Hemant M. Shah with his megamatic mining drill in action.

the Canadian High Commission (CHC) in New Delhi. And that's neither the beginning nor the end of the story. Shah's connection with TCS in his exporting endeavours to India goes back more than 20 years, and isn't about to stop. With Canada's recent official re-engagement with India, CanadExport is pleased to profile a businessman and business embodying the very kind of relationship the Government is committed to re-establishing and pursuing.

When Hemant Shah emigrated from India in 1978, he immediately began to explore opportunities for exporting back to his homeland. Almost from the start he received support from the International Trade Centre (ITC) in Winnipeg. "The trade commissioners

Continued on page 3 – Cubex Limited

Technical assistance for Latin America, Caribbean projects

EDC-OAS agency link to benefit Canadians

Canadian companies looking to do business in Latin America can benefit from a new co-operation agreement between Export Development Corporation (EDC) and the Inter-American Agency for Co-operation and Development (IACD) of the Organization of American States (OAS).

Under a Memorandum of Understanding signed last month at the Conférence de Montréal, the two organizations will work together to

enhance the delivery of technical assistance projects in Latin America and the Caribbean.

The IACD is responsible for the financing and strengthening of technical co-operation and training within and among the 34 member countries of the OAS. To this end, IACD will be establishing a database of required projects as well as the public agencies and private companies that can deliver projects

Continued on page 9 – EDC-OAS

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.

THAILAND — Transmission System and Substation Development (IFI) —

The Provincial Electricity Authority has issued an invitation to bid (bid no. PEA-TSD.3.P-4.5/2001) for the construction of a 115-kV transmission line comprising three circuits totaling 57.8 km. Part 1: Bang Lang substation to Bang

Lang substation main entrance = 1.8 km; Part 2: Bang Lang substation main entrance to kilometre marker No. 40 on highway No. 410 (Yala-Betong) = 23 km; Part 3: kilometre marker No. 40 on highway No. 410 (Yala-Betong) to Betong substation = 33 km. The contract will be financed by the International Bank for Reconstruction and Development (IBRD) under loan no. 4067 TH. Bids will only be accepted from suppliers who supply the materials manufactured by IBRD member countries. Bid selling: **April 3, 2001 to May 25, 2001**. Briefing session: **June 1, 2001** at Electric administration area 3 (south), Yala Province. Bid guarantee: US\$250,000. Cost of bid document: US\$160.50. Closing date: **July 2, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010406-01263. *(Notice received from the Canadian Embassy in Bangkok.)*

CZECH REPUBLIC — Pasteurization and Fermentation Equipment for Beverage Industry (Partnering) — A medium-sized Czech bottling equipment manufacturer is seeking medium-to-large-sized Canadian manufacturers and exporters of beverage fabrication equipment for a joint venture exporting to central Europe (Poland, Hungary, Slovakia) and eastern Europe. The

Czech company primarily supplies equipment to brewing companies and seeks a Canadian partner to complement its production line. The ideal candidate should be involved in the manufacture of pasteurization and fermentation equipment for the beverage industry (beer and sodas) or the pharmaceutical industry, and interested in expanding export sales into eastern and central Europe with an experienced partner. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. 010330-01155. *(Notice received from the Canadian Embassy in Prague.)*

INDIA — Fibre Optic Cable — This invitation for bids follows the general procurement notice for this project that appeared in UN Development Business No. 554 March 16, 2001. The Power Grid Corporation of India Ltd.

Continued on page 7 — Business



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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 Circulation: **70,000**
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CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division (BCS).

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call (613) 996-2225. For an e-mail subscription, check the *CanadExport* Internet site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

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 Department of Foreign Affairs
 and International Trade,
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ISSN 0823-3330

CanadExport

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I came into contact with then made me the successful businessman I am today," says Shah with complete candour. "Officers such as John Blackwood, Ron Bollman and Graham Weber gave me guidance and moral support."

The networking channels Shah developed in those early years, which also involved the commercial officers at the CHC and the Canadian Consulate in Bombay (now Mumbai), led to one export success after another.

Tailoring product to need

His involvement with Cubex Limited — the Canadian side of the joint-venture company and a leading manufacturer of mining and construction equipment since 1971 — goes back to 1985, when he provided consulting for international marketing.

The current joint venture, with a private-sector partner in Hyderabad, was formed in 1998 to develop an underground drilling machine tailored to India's needs. Cubex Limited found its future joint-venture partner at a mining trade show in Calcutta in 1997 — through an introduction made

by David Summers, then Commercial Counsellor at the CHC. A prototype machine developed by Cubex India is now successfully operating on a mine

rule: patience. "You have to have a long-term presence. Deals are not made quickly. It took me 21 years to be what I am today."

Cubex Limited engaged in India

site in India, and the company has already received orders from private drillers.

Posts open doors

That introduction, and the outcome, demonstrate the high value Shah places on TCS services. "People are mistaken in thinking that once you're well established as an exporter you don't need the posts anymore. Cubex definitely has a presence now — we are exporting in 30 countries — but we can always use more leads."

Cubex Limited, and its joint-venture CEO, have also benefited from many other Canadian government services, including those of Export Development Corporation (EDC), Canadian International Development Agency Industrial Cooperation Program (CIDA-INC), and DFAIT's Program for Export Market Development (PEMD).

Companies close deals

Shah's attitude toward government services is one of use, not abuse. "PEMD was there when we needed it. But now that we're established in international markets, we don't apply for it anymore."

Similarly, he cautions new exporters against expecting the trade commissioners and commercial officers to do all the work. "The posts are there to assist you; they will give you contacts. They open the door, but you, the exporter, have to close it."

The man who has closed many an export deal has a wealth of other advice for exporters new to the Indian market, beginning with the cardinal

Think small

Small and medium-sized firms have a better chance of success than large ones in India, says Shah. "It's faster, and more affordable, to complete a small joint venture — and one small success will lead to another."

He takes his own small (\$2-million) Cubex joint venture as an example. With a solid presence now in India, Cubex Limited is poised to expand the municipal equipment side of its business. In fact, the company already has meetings set up in cities across India in May with potential customers — meetings, incidentally, arranged by the commercial officers at the CHC and Consulate.

Engaging in cycle

And so the story comes full circle, and the cycle continues. It's a cycle in which the Canadian government has officially re-engaged as of March 20 [see *CanadExport* Vol. 19, No. 7], and one that Shah applauds. "Re-engagement will encourage many Canadian companies that are looking to explore opportunities in India and many others that are already engaged."

And this engaging businessman knows that engagement is what it's all about.

For more information, contact Hemant Shah, CEO, Cubex India, tel.: (204) 694-5505, fax: (204) 633-0665, e-mail: hirshah@mts.net Web site: www.cubex.net 🌟

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



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THE MIDWEST STATES

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The Office and Contract Furniture Market

The demand for office and contract furniture in the Midwest states of Illinois, Missouri and Wisconsin continues to rise steadily. A strong Midwest economy and the booming corporate hub of Chicago at its centre make this region an attractive location for Canadian furniture exporters.

In 1998, the U.S. office furniture market reached record-high growth with sales of \$18 billion of which the Midwest states accounted for an estimated \$1.5 billion. *According to Furniture Today*, six of the top 20 fastest growing markets in the United States are in this region.

Illinois, and Chicago in particular, holds significant prospects for office and contract furniture sales in the Midwest. Chicago accounts for about 70% of Illinois'

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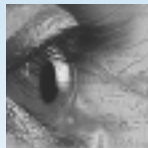
www.infoexport.gc.ca

business activity and is a leader in corporate expansion. The volume of business activity and corporate facilities in Chicago alone represents profitable opportunities for Canadian furniture exporters.

Market Trends

A burgeoning market trend within the contract furniture industry is the demand for SOHO (small office/home office) furniture. Industry experts indicate that the U.S. SOHO market is growing faster than any other segment within the office furniture market. With a population close to that of Canada and above-average median family incomes, the Midwest states present a higher probability of home office users, which means greater opportunities for Canadian exporters of SOHO furniture. Ready-to-assemble furniture is especially popular, and a big seller is the self-contained home office-in-an-armoire.

Ergonomic furniture has also become a very lucrative sub-sector of the market in the Midwest, and throughout the United States. To improve health and safety in the workplace, several government and state regulatory agencies are considering establishing ergonomic standards.



As well, the escalating concentration of aging baby boomers in the U.S. has spurred construction of assisted-care facilities and senior housing. Illinois and Wisconsin have already seen dramatic increases in the number of new assisted-care

and retirement facilities, and the trend is expected to continue.

Competitive Environment

Companies in the Midwest currently import most of their office furniture products from Asia and Europe, although contract furniture is typically purchased from companies with local representatives and a solid reputation in the market. Canadian furniture exporters should consider the U.S. market a natural extension of the domestic market, given the size, proximity to Canada, similarities in manufacturing and distribution, and preferential conditions created under NAFTA.

Opportunities

The office furniture business in the U.S. has become increasingly competitive. Today, a small number of large companies dominate the market. Best prospects for Canadian companies therefore exist in the expanding niche markets, such as SOHO (small office/home office), and higher-end office furniture. In particular, Canadian manufacturers that are able to offer a compact and inexpensive computer workstation can find great opportunities in this market.

Illinois remains the brightest area for

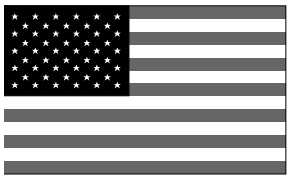
sales of institutional and contract furniture with much of the growth in new school construction. There is also an increasing amount of refurbishing and renovating occurring in the hotel/lodging industry. This can present flourishing opportunities to Canadian furniture companies capable of serving this market.

See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, please read the full report, *The Contract Furniture Market in the U.S. Midwest*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at

www.infoexport.gc.ca

The screenshot shows a browser window with the URL www.infoexport.gc.ca. The main text on the page reads: "Could this be your market? Complete report at www.infoexport.gc.ca". Below this is a circular image of a city skyline with the text "The Office and Contract Furniture Market". At the bottom, there is a blue 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.

Hub of the growing southeast U.S. market Booming Atlanta

The Canadian Consulate General in Atlanta (www.can-am.gc.ca/atlanta) is situated in the heart of the fastest-growing region in the U.S.A., a territory that includes Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and the territories of Puerto Rico and the U.S. Virgin Islands. The fifth-largest economy in the world, this market offers immense opportunities for Canadian business in all industry sectors.

Over the past six years, the population of the SEUSA has grown to over 50 million while the region has posted some of the country's greatest gains in new jobs, housing starts and per capita income. More than fifty Fortune 500 companies have their worldwide headquarters in the region, including such diverse firms as MCI WorldCom, The Coca-Cola Corporation, FedEx, Bank of America and The Home Depot. The region leads the U.S. in the six major retail segments — food, apparel, automotive, furnishings, pharmaceuticals and leisure. A rapid expansion of professional service industries, particularly in the health care, transportation and communications sectors, has made the area a prime target for investment promotion and technology transfer.

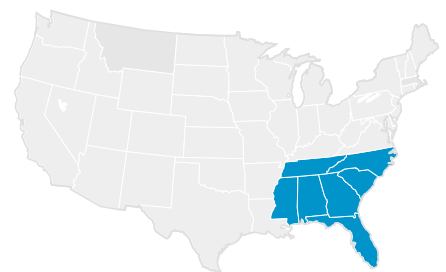
Hot spot snapshots

ATLANTA — banking, transportation, convention and educational hub — is the SEUSA's key economic sparkplug for the southern high-tech boom. Georgia's solid core of more than 40 universities, colleges and technical schools provides a steady supply of high-quality workers, which has done much to attract investment and brand Georgia as a high-tech centre of excellence. Indeed, more than 9,000 high-tech firms and more than 1,200 international businesses are located in Atlanta. According to the Milken

In 2000, Canadian exports to the SEUSA topped \$26 billion — almost three times as great as our exports to Japan, our number two export market. Our exports to the State of Georgia alone amounted to \$5.7 billion — equal to exports to our number three market, the U.K.

Institute, Atlanta ranks higher than Denver, San Diego and San Francisco on the list of top 50 high-tech poles in the U.S. Accompanying this rising high-tech industry is a burgeoning venture capital climate.

THE NORTH CAROLINA RESEARCH TRIANGLE PARK (RTP) — anchored by a concentration of related industries between the cities of Raleigh, Durham and Chapel Hill — has grown into a fertile hotbed of economic activity, led by sectors such as



research and development (R&D), biotechnology, information technology and pharmaceuticals. While the park itself occupies 7,000 acres, the region's influence extends far beyond its borders, with 70% of the technology concentration stretching along the Interstate 85 corridor. More jobs are created on this 400-mile corridor between Atlanta and Raleigh than in any comparable location in the U.S. due to the presence of auto factories (BMW, Mercedes, Honda), high-tech firms, warehouse and distribution centres, malls, office towers and untold numbers of smaller businesses.

Key business opportunities

Custom software development — Canada is developing a strong reputation for high quality and competitive costs in this field. The Consulate has been successful in encouraging

Continued on page 7

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

companies in the SEUSA to out-source some of their software development to Canada. Training and simulation software for the U.S. military is in demand, as is data processing and financial services software.

Biotech/Pharmaceutical research partnering — North Carolina is the third-largest biotechnology centre in the U.S., providing abundant opportunities for partnering with local companies for clinical trials, contract research and marketing, particularly in the RTP, a centre of intense R&D activity.

Environmental clean-up partnering — For a number of years, the Consulate's officer for environment business development has followed developments closely at both the Department of Energy laboratories at Oak Ridge, Tennessee and their facilities in Savannah River, South Carolina. Both sites offer opportunities for the use of technology and for partnering to develop technologies to clean up the mixed wastes that have been exposed to radioactivity at these sites. Opportunities also exist at both the state and city level relating to ground water pollution and clean-up, soil remediation and petroleum clean-up.

Construction and home furnishings — The SEUSA is the manufacturing and sales capital of the U.S. for



Team Canada Atlantic

www.teamcanadaatlantic.com



Team Canada - Équipe Canada

Prime Minister Jean Chrétien is in Atlanta this week taking part in Team Canada Atlantic's first-ever trade mission to the region. The Prime Minister joins a delegation of companies from Atlantic Canada, the four Atlantic Premiers and Trade Minister Pierre Pettigrew to facilitate new business partnerships, increase trade and investment and build strategic alliances between business in Atlantic Canada and the southern United States. Business participants will focus primarily on opportunities in information technologies, value-added food products, light manufacturing, value-added wood products and life sciences.

"Team Canada Atlantic's missions to New England over the past three years have generated almost \$7 million in direct sales for Atlantic companies," states Prime Minister Chrétien. "We are extremely optimistic that the mission to Atlanta will be equally successful and assist in developing a stronger foothold in the dynamic southern U.S. marketplace."

residential furniture. The High Point International Home Furnishings Market, held every spring and fall, is the largest furniture show in the world and an important venue for Canadian companies. Opportunities also abound in the construction and building industries, especially in "green" housing.

For more information, contact Vinnette Bramwell, Coordinator, Market Information Centre, Canadian Consulate General, Atlanta, tel.: (404) 532-2000 ext. 3351, e-mail: vinnette.bramwell@dfait-maeci.gc.ca Web site: www.can-am.gc.ca/atlanta 🌟

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

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

Log onto opportunities via the General Services Administration (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).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation (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.

Business Opportunities — *Continued from page 2*

(POWERGRID), New Delhi, has applied for a loan from the World Bank toward the cost of the POWERGRID Diversification into Telecommunication (PDT) Project which will implement a national telecommunication network backbone supporting capacity requirements and provide an expansion capability for future requirements. The POWERGRID will direct part of this loan towards contracts for installing underground fibre optic cable (UFOC). The POWERGRID is inviting sealed bids from eligible bidders to supply the following: 1) Package 4A:UFOC (1,155 km), specification no. C-02407-L878B-1; 2) Package 4B:UFOC (961 km), specification no. C-02408-L878B-1. This procurement includes survey, planning, design, engineering, supply, installation, termination, testing and commissioning of UFOC;

permanently lubricated high-density polyethylene (PLB HDPE) pipe, GI pipe and RCC Hume pipe; all associated hardware, accessories, fittings, joint boxes, etc.; fibre optic distribution panel (FODP); and all other work/items specified or required to meet the technical specifications. A pre-bid conference will be held on May 18, 2001 at POWERGRID to clarify the scope of the work, the available data and other issues. Cost of bid documents: US\$200 or Rs 10,500. Closing date: **June 19, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. **010404-01237**. (Notice received from the Canadian High Commission in New Delhi.) 🌟

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

When *Hard Suits Inc.* speaks of gaining its competitive edge "down under," the leading international supplier of specialized underwater equipment is not just referring to the ocean depths. It was a

cue operations," explains Hard Suits President John Jacobson.

In the wake of the Australian project, the U.S. Navy reviewed its own needs and released bid specs for a system with performance requirements

Competitive edge "down under"

Hard Suits Inc.

Canadian Commercial Corporation (CCC)-facilitated contract with the Royal Australian Navy (RAN) in 1995 that garnered the company significant attention for its innovative submarine rescue system. With CCC again at the helm as prime contractor, the North Vancouver-based company is now developing next-generation submarine rescue equipment for the United States Navy.

Created in 1986, Hard Suits currently employs 44 people in the development of subsea intervention technologies such as atmospheric diving suits and submarine rescue systems. A wholly owned subsidiary of Stolt Offshore S.A., the company exports 90% of its products, largely to the international military market.

Although the company had previously contracted with the U.S. Navy — through CCC — to develop atmospheric diving suits rated at, respectively, 1200 and 2000 feet, it was the REMORA system that Hard Suits designed for the RAN that paved the way for the current U.S. contract.

Unique technology provides edge REMORA, a manned, tethered submersible that mates to the disabled submarine to perform rescues, has a unique feature. "We use a patented articulating mating skirt, based on our rotary joint technology, which allows the rescuing vehicle to mate with the disabled submarine at angles of up to 60° and still maintain a level position — it considerably eases res-

cue operations." similar to REMORA's. "Our articulated mating skirt technology gave us a definite competitive edge," says Jacobson.

The edge became an outright success. In September 2000, Hard Suits was awarded a three-year US\$20-million contract to design, build and test a pressurized rescue module system



(PRMS) capable of mating to a disabled submarine at angles up to 45° and of carrying 16 rescues and 2 medics.

CCC: "The Canadian Way"

The company, which could have sought the contract through its U.S. parent company, chose to use the services of CCC. "It can be difficult and cumbersome when dealing directly with the U.S., because they want to flow down U.S. regulations," explains Jacobson. "But we're a small Canadian contractor — we really need to be executing our contracts under Canadian regulations. CCC is a good deal. They act as

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 Web site: www.ccc.ca

the go-between and are able to guarantee our performance to the U.S. government. They also fulfil the U.S. government's auditing requirements and make sure we're doing what we're supposed to be doing."

Hard Suits also uses CCC's services for its other international contracts. "CCC gives us some leverage with foreign governments. It's a valuable tool for anyone who wants to sell to foreign governments."

From CCC's point of view, Hard Suits is an equally valuable partner. "Their technology is being sought after around the world, and they're very easy to work with," says Project Manager Sheila McCorkle. "We definitely hope to work with them a great deal in the near future. There are other irons in the fire."

Those irons are positioning Hard Suits to expand the safety net for many more navy sailors around the world who work "down under."

For more information, contact John Jacobson, President, Hard Suits Inc., tel.: (604) 986-5600, fax: (604) 986-7125. 🍁

Despite a slowing global economy, Canadian export sales in 2001 are still expected to increase slightly over last year and will be even stronger in 2002, according to a semi-annual global export forecast issued last month by Export Development Corporation (EDC).

"As predicted, the world economy has shifted down a gear but a gradual U-shaped recovery in global activity should emerge in the second half of this year, leading to even stronger growth in 2002," says EDC vice-president and chief economist Stephen Poloz.

Canadian export sales are expected to increase by 2 to 3% in 2001, and expand by 7 to 8% in 2002.

These projected growth figures are well below the 16% increase last year, but that increase was inflated significantly by extraordinary rises in energy prices.

"What we are looking at this year and next is similar to what we saw in 1995-1996, when export growth slowed from 15% to 5%, then recovered to about 8% growth," adds Poloz.

The automotive sector is facing a contraction in exports in 2001,

followed by a modest further decline in 2002. In contrast, machinery and equipment exports will surpass autos this year in terms of economic importance, underscoring the extent of economic diversification that has

Provincially, the clearest evidence of slower export sales this year will be in Ontario and B.C. Newfoundland is projected to lead the way during 2001-2002 as new energy projects come on stream.

Despite global slowdown

EDC forecasts modest export growth

occurred in recent years. Key leading export growth sectors include: aerospace, telecommunications, agri-food, resource-based and consumer goods and services.

Although exports to the U.S. are expected to rise by 1% this year, sales to Mexico and Europe are projected to rise by more than 5% and to South America by more than 9%. Exports to Asian markets will also post a solid performance, particularly in China and India.

"The bottom line for Canadian exporters is that this will not be a banner year, but it will still be a positive one," says Poloz.

For more information, contact: Rod Giles, Corporate Communications, EDC, tel.: (613) 598-2904, e-mail: rgiles@edc-see.ca Web site: www.edc-see.ca 🇨🇦

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export Financing and Insurance")

EDC-OAS agency team up

— Continued from page 1

throughout the hemisphere on a best-practices, fair-price basis without need for competitive tendering.

EDC believes that its early participation in this program can help to ensure that the IACD reviews best-practices technologies practiced by Canadian companies and to ensure that Canadian companies and agencies are included in IACD's programs.

Under the agreement, EDC will consider financing for IACD-sponsored projects in areas such as improvement in government services, education and human development, poverty alleviation, small

and medium business, and information, communications and environmental technology. It is expected that IACD will focus on smaller projects. As such, this new program will be of particular interest to Canadian companies that provide services in such areas as engineering, systems design, training, education, and other services.

For more information on the IACD programs, contact the Development Programs Department, Inter-American Agency for Cooperation and Development of the Organization of American States, Washington, D.C., tel.: (202) 458-6259,

fax: (202) 458-3526 or Janelle Conaway, Department of Public Information, Organization of American States, tel.: (202) 458-6841, e-mail: jconaway@oas.org Web site: www.oas.org 🇨🇦

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export Financing and Insurance")



The nutraceuticals market

During 2000, researchers at Hong Kong's Lingnan University (www.ln.edu.hk) surveyed local consumption of nutraceuticals and health food products. They found that one sixth of the Hong Kong population, or more than one million people, used nutraceuticals or health food products.

Focus on Hong Kong

Chinese tradition encourages the use of herbal products. With that background and the current affluence, in recent years Hong Kong residents have turned to nutraceuticals and health foods. These currently account for one third of the sales in personal care retail chains. In addition, more than 10 specialty health food chains and direct marketing firms have entered this multi-million-dollar market.

The Lingnan survey found that demand is strongest for beautifying and weight control products. Becoming more available are products offering medical benefits, but consumers hesitate to use them because of lack of clinical support. Most popular are antioxidants, shark liver oil (squalene), dietary supplements and replacements, and replenishing products.

The survey also found that consumers are less serious about nutraceuticals and health food products than medications. Users often ignore the instructions accompanying products and tend to use them to suit their convenience. For this reason, nutraceuticals and health food products must have consumer-friendly packaging.

Packaging key

According to Jo Jo Leung — manager of the Trading Division of SCMP Retailing (HK) Limited, which operates Health Plus, Hong Kong's largest spe-

cialty health food chain — the single-portion sachet package is most popular with users. Since they don't want to feel that they are taking medication, they prefer tablets with distinctive shapes — triangles, stars and even hearts. Says Jo Jo, consumers want their nutraceuticals to look like candies rather than prescription medication.

Nutraceuticals and health food products are stocked in a wide range of outlets and shelved alongside regular grocery items in personal care stores.



To stand out, their packaging must be eye-catching. In this respect, Hong Kong consumers often find Canadian nutraceutical and health food products

dull and unappealing. To expand sales in the Hong Kong marketplace, Canadian nutraceutical and health food manufacturers should consider changes to their packaging.

For more information, contact Houston Wong, Commercial Officer (Agriculture and Agri-Food), Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7434, e-mail: houston.wong@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca

The expanding organic food market

In June 2000, the Hong Kong Agriculture, Fisheries and Conservation Department conducted a survey investigating the market potential of organic vegetables. Of the 616 consumers interviewed, 80% expressed interest in buying organic vegetables. The proportion, however, dropped to 20% if the price of organic vegetables should be 50% above that of non-organic.

The survey also found that local restaurants, vegetable buyers, wholesalers,

organic farms, supermarkets and media were interested in promoting organic vegetables but wanted to see a more consistent and varied supply.

Consumer demand is rising not only for vegetables but for all types of organic food products. To meet the demand, the number of organic food shops is increasing and special organic food sections were recently set up in Hong Kong's two major supermarket chains, PARKnSHOP and Wellcome. Currently, PARKnSHOP stocks more than 200 organic food

items ranging from dried peas and beans to snacks. This is a growing market with vast potential.

For more information, contact Houston Wong (see *Nutraceuticals story above*).

Canadian Atlantic salmon in demand

Fresh Atlantic farm salmon has now become one of the most popular types of fish in Hong Kong. It is available in outlets ranging from five-star restaurants to retail food shops. According to Hong Kong import statistics, in the first eight months of 2000 imports of fresh Atlantic farm salmon reached 4,805 tonnes — a 42% rise over the same period in 1999.

Norway was the source for 96% of the imports but Canada, a newcomer to the market, expanded its market share almost fourfold to 130 tonnes.

Accounting for Canada's success was the freshness guaranteed by the comparatively short transit time between British Columbia and Hong Kong, plus the aggressive marketing efforts of Pan Fish Group, a B.C.-based salmon farm and processing company. Shipping salmon from source to Hong Kong takes over 70 hours for Norway but less than 20 hours for Canada. As a result, discerning Hong Kong buyers increasingly are choosing fresh Canadian Atlantic farmed salmon.

For more information, contact Houston Wong (see *Nutraceuticals story above*). 🌟

The fact that Canada is home to a mere 1.2% of the world's cattle but produces 2.5% of the world's beef demonstrates just how efficient the Canadian beef and veal industry is. Everyone in the industry, from owners and managers to cutters on the line, has been gearing up to squeeze as much profit as possible from our Canadian herds. The

may not be able to dominate the market but instead must find ways to win the support of buyers and encourage them to "buy Canadian". Part of this strategy involves reducing the dependency on the American market — which was the destination for 72% of our exports in 2000 — and building up new markets in countries like Japan.

dependence on one market while at the same time stimulating demand for our beef, and growth and prosperity in our industry.

High stakes in Japan

The Canadian beef industry has set itself an impressive goal: to capture 5% of Japan's import beef market by the year 2010, which will translate into

Putting Canadian Beef on the Japanese Hibachi

Canadian beef industry's 2010 goal to make 5% of Japan's beef Canadian-brand is part of its two-pronged approach to increase profits and reduce dependency on the American market.

Worldwide, over 1 billion head of cattle and buffalo represent beef production estimated at 49.3 million tonnes. While Canada's 12.7 million head represents less than 1.2% of the world's total, the Canadian beef industry's production of 1.2 million tonnes of beef accounts for 2.5% of the world's total. A simple calculation shows that our industry produces beef 108% more efficiently than the world average. Unfortunately, this data also indicates that Canada is a relatively small player in the world's corral. What's a country with relatively few cattle, but top-notch production efficiency to do?

New export culture

The answer lies in the new export culture that the Canadian beef industry has adopted, one that involves the tough work of establishing new trading partnerships to produce both higher volumes and greater margins. Canadian beef producers understand that they

Approximately one-half of Canada's net beef production is moving into export markets, which for years have set the floor and ceiling prices for Canadian cattle



and beef. In 1990, the United States accounted for over 90% of our beef export market. Even though our beef exports to the U.S. have indeed fallen over the past decade, an unhealthy dependence on this single market persists. More troubling are indications that these exports appear to have passed a certain comfort level in the United States, which in turn has triggered protectionist forces determined to disrupt this trade.

Canada's response has been to implement international market development programs to enhance global perceptions of Canadian beef and veal. The vision is to make Canadian-brand beef and veal the worldwide symbol of excellence in every product category. Developing export markets in Asia and Mexico is an important step in reducing the

an estimated 76,000 tonnes or \$438 million worth of beef and veal products or one-half million head of Canadian grain-fed cattle. To achieve this, Canadian beef exporters must maintain an annual compounded growth rate of 11% over the next ten years, but with sales to Japan already increasing at an annual rate of 19% over the past decade this goal is far from unrealistic.

In fact, the Japanese are so eager for Canadian beef that even with an import duty set at 38.5% buyers there still find it cheaper to import beef rather than purchase local Wagyu and Holstein steer meat. The Japanese people are also developing a healthy taste for lean beef rather than the heavily marbled variety that has traditionally dominated Japan's beef market — more good news for everyone in the Canadian beef industry.

For more information, contact Joanne Roy-Foster, Trade Commissioner, tel.: (613) 992-6155, fax: (613) 944-2397, e-mail: joanne.roy-foster@dfait-maeci.gc.ca or Greg Giokas, Counsellor (Commercial), Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-2) 5412-6250. 🌟

Raymond Blanc, the Roux Brothers, and Nico Ladenis may not be household names in Canada, but these Michelin-rated superchefs are as famous in Britain as any rock star or sports icon. Their star status reflects the growing British pre-occupation with the preparation and

Michelin-starred restaurants than any other city outside Paris. Whether home-prepared or a product of the British hospitality industry, "good food" is now synonymous with Great Britain.

Accounting for this change in culinary attitudes is the fact that the

The Savoy hotel, the salmon sarnie in the school lunch-bag, the 100% fruit purée snack bar at a Holland & Barrett check-out counter, or the wild blueberries in a British muffin are all tastes of Canada. The Canadian food industry proudly supplies such diverse items as freshly made bagels to Sainsbury's in-store bakery, fine B.C. wines to Waitrose, premium extra-mature Québec cheddar to Tesco, Ontario Caesar salad kits to Safeway, and organic breakfast cereals to ASDA. These products represent only a small portion of Canada's food presence in the U.K. but nonetheless demonstrate the degree to which the top multiples in Britain recognize Canada as a supplier of the highest-quality food, able to meet their uniquely challenging standards. The bottom line is that there is both room — and reason — for Canadian agri-food exporters to expand into Britain.

What's cooking in Britain?

consumption of high-quality food — be it organic, ethnic, nouvelle or fusion. Opportunities exist across the board for Canadian suppliers in this affluent market of 60 million, with British consumers already stocking up on Canadian lobster and salmon, wild blueberries and maple syrup.

Britain is clearly following a new recipe as it redefines its food culture, experimenting with new ideas and tastes and using innovative, unique or novel products. Celebrity chefs like Delia Smith and Ainsley Harriot are also cooking up some of the hottest viewer ratings in British television and when one of them suggests topping Shrove Tuesday pancakes with 100% pure Canadian maple syrup, British distributors scramble to find a supply — fast. Gone are the days of the mushy-pea fritter: London now boasts more

British are now purchasing their food from retail and food service outlets in an environment that is both competitive and creative, fed largely by a



booming economy through the mid-to-late 90s. As well, the rapidly changing socio-demographic face of many of its cities has contributed to experimentation, indulgence and to the self-confidence that has led Britain to redefine what goes into the British food basket or onto the British restaurant plate.

Canadian food on the British menu

Total annual U.K. food, feed and drink imports amount to over £17 billion (\$39 billion) and Canada's share of this import market is approximately 1%, or \$460 million. The lobster at

Trade shows

Food and beverage trade shows are typically the most economical and efficient way to promote products, meet a broad range of contacts and assess the competition. The U.K. hosts a variety of such trade and consumer food shows, ideal for introducing Canadian products, whether organic, natural, or mainstream, to a wide British audience. Check them out at http://ats-sea.agr.ca/public/events_europe-e.htm

For more information, contact Janet E. Farmer, Commercial Officer, Canadian High Commission, London, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, e-mail: janet.farmer@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/london/ 🇨🇦

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In our April 2 issue, CanadExport reported on FITTskills, especially its on-line program training Canadians for international trade. But this is only part of the story: FITTskills is taught in a classroom setting in over 20 locations across Canada. And (with apologies to the techies among us) this mode of delivery has distinct advantages.

In Canada's export-oriented economy, most SMEs have got the message that they should be thinking of going global. But how or where can they acquire the skills to compete in markets in the United States or further afield?

The answer is *FITTskills*, a program of the **Forum for International Trade Training (FITT)**. *FITTskills* offers practical, step-by-step, hands-on training under the guidance of experts in the field. The courses lead to designation as a Certified International Trade Professional (CITP), Canada's only professional certification for international trade practitioners.

With the *FITTskills* on-line program, you can log on and start learning wherever you happen to be in Canada. For many, that convenience is a huge plus. But *FITTskills* in the classroom adds another dimension:

the opportunity to interact with other trainees, many of whom have international experience and are currently working in various aspects of international trade.

In Vancouver, for example, *FITTskills* is taught at the B.C. Institute for Studies

learn more about international trade." For Jim, the people he studied with were as important as the curriculum: "As a class we had lived in over one third of the world and spoke enough languages to set up a local branch office for the UN." Jim is now market-

FITTskills in the classroom: Learning from the trade experts — and each other

in International Trade (BCISIT). Recently, several graduates of the program made headlines in a local business newspaper: the company they had formed signed a contract to export low-cost, earthquake-proof housing to India. It was during *FITTskills* that the group had met and discovered that they had the complementary skills needed to create a new and profitable venture.

Another *FITTskills* success story is Jim Boerma, CITP, who recently completed the program. From his first course, he recognized, "I was in the right place, with the right people, to

ing manager in the B.C. division of Canadian Manufacturers and Exporters (CME) — a leading business network that seeks to improve the competitiveness of Canadian industry and expand export business.

BCISIT expects 35 students to complete the program this year. The Institute is only one of over 20 partners offering *FITTskills* courses across Canada. Check out the one near you!

The Forum for International Trade Training is a national, not-for-profit professional organization committed to developing and delivering international trade training programs and services, establishing Canada-wide standards and certification, and ensuring continuing professional development in the practice of international trade.

For more information, contact Dale Harvey, Executive Director, BCISIT, tel.: (604) 412-7686, e-mail: Dale_Harvey@bcit.ca Web site: www.bcit.ca or FITT, tel.: 1-800-561-3488 or (613) 230-3553, fax: (613) 230-6808, e-mail: corp@fitt.ca Web site: www.fitt.ca

FITT 4th Annual Conference

OTTAWA — June 3-4, 2001 — Doing business abroad? Join your fellow global traders at the **Forum for International Trade Training (FITT) 4th Annual Conference**. FITT is Canada's leader in international trade training and has designed a program to teach you about new trends for doing business abroad and provide you with an update on hot markets.

Canada Export Award winners Richard L'Abbé, **Med-Eng Systems**, and Ron Clifton, **International Datacasting**, will share their trade secrets on what it takes to successfully penetrate foreign markets. Trade commissioners from the

Department of Foreign Affairs and International Trade will discuss the opportunities in foreign markets. And, Donna Messer, one of Canada's most respected networking gurus, will lead an interactive session on the art of successful networking. Other presentations will focus on "Strategic Marketing," "Logistics, E-Commerce and Customs," and "Internet Tools and Technologies."

For more information, contact: tel.: (819) 827-5931 or (819) 827-5168, e-mail: conference@fitt.ca

To consult the program and to register on-line, visit www.fitt.ca/conference/2001



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Mining trade show in Peru

AREQUIPA, PERU — September 10-14, 2001 — **Extemin** is a must for any supplier seriously interested in the dynamic mining market in Peru. Part of a biannual technical symposium organized by the Institute of Mining Engineers of Peru, the 1999 show drew over 2,000 registered delegates plus more than 1,500 exhibitors, sales representatives and others. The technical papers, networking opportunities and post-convention mine tours all attract top-level technical experts and decision makers.

The centrally located Canada pavilion, organized by the Canadian Association of Mining Equipment and Services for Export (CAMESE), will offer maximum exposure in a market where Canadians are highly respected for mining investment, technology and supply. The Canadian Embassy in Peru will have a booth at the pavilion, facilitating contacts with local companies and providing market information and guidance.

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

For more information on Extemin, contact Oscar Vásquez, Canadian Embassy, Lima, tel.: (011-51-1) 444-4015, fax: (011-51-1) 444-4347, e-mail: oscar.vasquez@dfait-maeci.gc.ca or Nathalie Bradbury, South America Division, DFAIT, tel.: (613) 996-4199, fax: (613) 943-8808, e-mail: nathalie.bradbury@dfait-maeci.gc.ca
Web site: www.dfait-maeci.gc.ca/latinamerica 🌟

CeBIT Information Technology and Telecommunications Trade Show

HANNOVER, GERMANY — March 22-28, 2001 — Canadian companies recently participated in **CeBIT 2001**, the world's largest and most comprehensive ICT trade show. With 8,106 exhibitors and 830,000 visitors at this year's event, **CeBIT** continues to grow in scope and importance.

A wide range of topics under the information technology and telecommunications umbrella were covered. More than 30 Canadian companies exhibited, including **Nortel Networks, Corel Corporation, Cognos, Open Text, Matrox** and **ATI Technologies**. Two Canadian pavilions were organized, one focusing on software, Internet and e-commerce, and the other featuring networking technologies.

DFAIT activities at the fair included an ICT investment reception hosted by Canada's Ambassador to Germany, Marie Bernard-Meunier, a press conference on the Canadian ICT industry, and a seminar on m-commerce in Canada.

CeBIT represents an excellent opportunity to generate new business leads, build awareness and gain an overview of the worldwide ICT market. All of the major industry players attend, and the 8,000-plus exhibitors themselves represent a

significant market. This year's exhibitors awarded the show excellent marks, emphasizing the even greater attendance by professionals, as well as the increase in visitors from outside Germany.

CeBIT 2002 will take place **March 13-20, 2002**. The application deadline for independent exhibitors is **June 30, 2001**.

For more information on exhibiting at **CeBIT 2002**, contact Representative for Deutsche Messe AG in Canada, Co-Mar Management Services in Toronto, tel.: 1-800-727-4183 or (416) 690-0331, fax: (416) 690-1244, e-mail: comar@hfcanada.com

For more information on the German ICT market, contact Deborah Peterson, Vice-Consul and Trade Commissioner (Information Technology), Canadian Consulate, Munich, tel.: (011-49-89) 21-99-57-18, fax: (011-49-89) 21-99-57-57, e-mail: deborah.peterson@dfait-maeci.gc.ca 🌟

Ecuador Oil and Power 2001

QUITO, ECUADOR — September 26-30, 2001 — **Ecuador Oil and Power** is one of the country's largest trade shows, with 250 exhibitors expected to take part this year. The focus will be on oil, gas, mining, energy and the environment — all sectors where Ecuador has significant potential.

The government has introduced new mining legislation favourable to foreign investment, and it has signed a contract with a private consortium for construction of a pipeline valued at over US\$1 billion.

Come explore the opportunities and make key contacts at **Ecuador Oil and Power**. If sufficient Canadian

companies participate, a Canada booth may be organized. Please inform the Embassy as soon as possible of your plans.

For more information, contact Richard Dubuc, Vice-Consul and Trade Program Manager, or Ricardo Valdez, Commercial Officer, Canadian Embassy, Quito, tel.: (011-593-2) 506-162, fax: (011-593-2) 503-108, e-mail: richard.dubuc@dfait-maeci.gc.ca or ricardo.valdez@dfait-maeci.gc.ca or quito@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ec or HJ Becdach Marketing Inc. (show organizers), e-mail: hbecdach@uio.satnet.net Web site: www.feriashjbecdach.com 🌟

MONTERREY and MEXICO CITY, MEXICO — July 2-5, 2001 — A Canadian suppliers mission organized by the Department of Foreign Affairs and International Trade (DFAIT), Export Development Corporation (EDC) and Industry Canada is expected to draw some 10 to 15 industry players. The aim is to solidify the business relationships initiated with the Mexican buyers invited to **Plast-Ex** (April 30-May 3, 2001) (www.plastex.org), which will then translate into increased business opportunities in this growing market.

Mexico is a net importer of plastics and plastic products, and the market is expected to grow by 15 percent per

Target: Mexico's plastics and packaging sector

year for the next three years. Even if local production grows by 5 percent annually during that period, equipment from abroad will still be needed.

Mexico imports over 80 percent of its plastics and packaging equipment, spending close to \$2 billion annually for this purpose. EDC has been exploring ways of expanding opportunities for Canadian exporters and investors in this sector.

For more information, contact:

- Carlos Rojas-Arbulú, Trade Com-

missioner, Mexico Division, DFAIT, tel.: (613) 995-8804, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca

- Marie-Claude Erian, Business Development Advisor, EDC, tel.: (613) 598-2969, e-mail: merian@edc-see.ca
- Evelyne Alcalá, Commercial Officer, Canadian Embassy, Mexico City, tel.: (011-52-5) 724-7900, fax: (011-52-5) 724-7982, e-mail: evelyne.alcala@dfait-maeci.gc.ca
Web site: www.canada.org.mx 🌟

Leipzig Construction Trade Fair

LEIPZIG, GERMANY — October 24-28, 2001 — Get ready for this fall's **Leipzig Construction Fair** ("BauFach"), one of Europe's leading building shows. Held every two years in the historic city of Leipzig at the crossroads of Europe, **BauFach** draws professionals from Germany and the neighbouring markets of Central and Eastern Europe.

BauFach covers the entire range of products, technologies and services involved in residential, commercial and industrial construction. Among those it attracts are building industry representatives, contractors, builders' merchants, developers, architects, engineers, public- and private-sector investors, and government planners. In addition to the exhibits, **BauFach** features special events and a conference program.

In 1999, Canada was the featured nation at **BauFach**; of the 1,512 exhibitors, 49 were Canadian. Attendance at the fair totalled 100,000. This year, interest should be at least as strong.

Europe's construction markets are emerging from a slow period and offer new opportunities. Germany alone accounts for over 25% of European construction volume, making it Europe's largest market for housing and building products. Add to that the growth potential of adjacent Central and East European markets, and you will discover that **BauFach** is an event to build on!

For more information, contact Leipzig Trade Fair Agency in Canada, tel.: (416) 960-0018, fax: (416) 927-0095, e-mail: DessauerCo@compuserve.com 🌟

ITU Telecom Africa 2001

MIDRAND, SOUTH AFRICA — November 12-16, 2001 — Be a part of the Canadian pavilion at **ITU Telecom Africa 2001**, which will take place near Johannesburg. Last held in 1998, **ITU Telecom Africa** is the place to showcase your products and services targeting the ever-expanding African market.

ITU Telecom Africa 1998 featured more than 400 exhibitors from 38 countries and was attended by almost 20,000 visitors. Visit www.itu.int/AFRICA2001 for more details. The deadline for registration for **ITU Telecom Africa 2001** is June 1.

To register or for more information, contact Danielle Pomay,

Continued on page 16 — ITU

ICT trade missions to Southeast Asia

Singapore's **CommunicAsia** and **BroadcastAsia** are among the top information and communications technology (ICT) trade shows in the Asia-Pacific region (see the March 15, 2001, issue of *CanadExport*). Canada's missions in Indonesia, Brunei, Malaysia, Vietnam, the Philippines, and Thailand are planning

ICT trade missions to be held in conjunction with these shows.

Companies interested in participating, should contact Aaron Coe, Southeast Asia Division, DFAIT, tel.: (613) 995-1189, e-mail: aaron.coe@dfait-maeci.gc.ca or visit www.dfait-maeci.gc.ca/asia/trade/south_asia_ict-e.asp 🌟

"Wireless Vision Congress" — celebrating the past, shaping the future

ST. JOHN'S, NEWFOUNDLAND — September 26-28, 2001 — "It's not a trade show, it's a thinkers' congress," says John Kelly, who chairs the steering committee for the **Wireless Vision Congress** scheduled for this fall. He explains, "It's an opportunity for industry visionaries and those at the leading edge in distance education, telemedicine and other activities to explore how wireless technology can shape the global future — and to start us on the road to creating it."

Kelly and other Canadian wireless industry leaders have joined with the government of Newfoundland and Labrador to organize the three-day conference, which also has support from the federal government. The objective is to plot the future course of the industry by drawing on the insights of those who shape the technology and those who will make use of it.

St. John's is the ideal site for such a gathering because it can claim the title of the place where the global wireless revolution began. A hundred years ago, on December 12, 1901, Guglielmo Marconi of Italy and his assistants stood on Signal Hill in downtown St. John's, where they picked up a wireless signal transmitted from Cornwall, England. This was the first successful reception of a transatlantic wireless signal, and

the beginning of a new era of communications.

The **Wireless Vision Congress** is a fitting way to mark the centenary of that historic event. It will be officially opened by the inventor's grandson, Prince Guglielmo Marconi Giovanelli, at a ceremony on Signal Hill, and sessions will examine the inventor's work, especially in Canada.



Starting off the discussions will be renowned author and futurist Sir Arthur C. Clarke, who will deliver his live, wireless keynote address from his home in Sri Lanka. He will be followed by a roster of distinguished speakers from the communications and high-tech sectors in Canada and abroad. Interactive panel sessions will focus on such topics as health care and wireless communication, the digital divide, protection of cultural identity and diversity, overcoming distance in rural and remote areas, and sea-to-sky possibilities. At all sessions, delegate participation will be enhanced by the Congress's format and structure, and by wireless communication tools.

Bren Fahey is executive director of the Congress. Amidst today's non-stop technological developments, he sees the event as "a three-day pause to take stock of the future, and an opportunity to wisely inform our choices. The **Wireless Vision Congress** is bringing together the right people to assess and explore wireless technology. And it's happening in the city where an amazing step in wireless potential was realized a century ago."

The Congress is one of a year-long series of events and activities planned by the Government of Newfoundland and Labrador as part of its "Receiving the World" (www.gov.nf.ca/marconi) celebrations, commemorating Marconi's reception of the first transatlantic wireless signal in 1901.

For more information, contact Wireless Vision Congress, tel.: 1-866-729-4038 (toll-free in North America), fax: (709) 579-2067, e-mail: info@wirelessvision.nf.ca Web site: www.wirelessvision.nf.ca 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Conferences/Meetings/Seminars")

ITU Telecom Africa

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DP Expos Services Inc., tel.: (514) 871-3838, e-mail: info@dpexpos.com or Karra-Lee Gerrits, Trade Commissioner, Sub-Saharan Africa Trade, DFAIT, tel.: (613) 944-6575, fax: (613) 944-7437, e-mail: karra-lee.gerrits@dfait-maeci.gc.ca 🍁

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

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