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**WOMEN ENTREPRENEURS  
SUPPLEMENT**  
(See insert)



## Canada supports Japanese reform

# Attracting Canadian business to Japan

**O**n December 6, 2001, Leonard Edwards, Canada's Deputy Minister for International Trade and former Canadian Ambassador to Japan, formally submitted "Canada's Comments and Proposals for the Regulatory Reform Council" to Yoshihiko Miyauchi, Council Chairman and Chairman, Orix Corporation, on behalf of the Canadian government.

The Regulatory Reform Council is responsible for assessing and enhancing the process for regulatory reform in Japan. Canada, which has experience grappling with many of the same issues now facing Japan, offered its *Comments and Proposals* to support



Leonard Edwards, Deputy Minister for International Trade and former Canadian Ambassador to Japan (left) presenting Canada's Comments and Proposals to the Regulatory Reform Council's Chairman, Yoshihiko Miyauchi.

the Council's critical work in implementing the Japanese government's latest three-year Deregulation Plan.

*Continued on page 11 – Reform*

## Mexico: By the book and on the Web

*Mexico was writing the book on economic reform. One by one the pieces were falling into place: liberalized trade, an improved climate for investment, greater autonomy for Mexico's central bank. Canada's NAFTA partner was catching the eyes of the world with a textbook example of how an emerging nation can lay the foundation for a prosperous future by putting economic theory into practice...*

...Then terror struck on September 11,

and global economic prospects, already weakening, became much more uncertain.

The good news is that the work done in Mexico, now Canada's fourth most important export market, will likely help it avoid the worst case scenario, the kind of financial crisis that has plagued the country in the past. That doesn't mean, according to the 2001 Global Export Forecast published by Export Development Canada (EDC),

*Continued on page 2 – Mexico*



# IBOC: Trade leads

**AUSTRIA** — International Atomic Energy Agency (IAEA) Bidder Database — Canadian suppliers of equipment related to all aspects of operation of the IAEA — including nuclear equipment, equipment for safeguarding nuclear facilities, detec-



## 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](http://www.iboc.gc.ca) (particularly our E-Leads® and Web-Leads®).

tion equipment and such items as office supplies and furniture — are invited to register for a bidders list that will be used for the solicitation of contract bids by the UN and affiliated organizations. Interested companies must complete the application form and submit a financial report. To request the form, contact the International Atomic Energy Agency, Procurement and Supply Section, Wagramer Strasse 5, P.O. Box 100, A-1400 Vienna, Austria, quoting case no. 011122-05243. For more information about doing business with the UN and the IAEA, consult the UN procurement Web site at: [www.iapso.org](http://www.iapso.org) (Notice received from the Canadian Embassy in Vienna.)

**SOUTH AFRICA** — Licence for Global Mobile Personal Communication by Satellite — The Minister of Communications invites applications for licences to operate a telecommunications service using Global Mobile Personal Communications by Satellite (GMPCS). The GMPCS licence enables the provision of fixed or mobile, broadband and/or narrowband telecommunications services to end users from a satellite or a network of satellites using, but not limited, to VSAT systems. Cost of application: SAR 50,000. Closing date:

April 30, 2002. For more information about the application process, contact the Chairperson, Independent Communications Authority of South Africa (ICASA), 164 Katherine Street, Block B, Pin Mill Farm, Sandton 2196 South Africa, fax: (011-27-11) 321-8547. To receive a response, provide complete contact information including fax, telephone and e-mail. For more information, visit the ICASA Web site at: [http://docweb.pww.gov.za/NewDocuments/ITA\\_GMPCS.html](http://docweb.pww.gov.za/NewDocuments/ITA_GMPCS.html) Contact Karen Garner, Trade Commissioner, Canadian High Commission Trade Office, Johannesburg, fax: (011-27-11) 442-3325, e-mail: [karen.garner@dfait-maeci.gc.ca](mailto:karen.garner@dfait-maeci.gc.ca) quoting case no. 020122-00310. (Notice received from the Canadian High Commission Trade Office in Johannesburg.)

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

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## Mexico: By the book — Continued from page 1

that things are going to be rosy. The forecast has been revised to "less than 1% growth, with a large possibility of a small contraction."

Longer term, much hinges on the U.S., to which Mexico sends almost 90% of its exports, and on the global economy. Almost as important is whether Mexico will stay the course on economic reform in the new and uncertain post-9/11 environment.

### A full agenda

Attracting foreign investment is one of many priorities for President Vicente Fox's administration. According to Mexican statistics, Canada ranked fourth overall in 2000 for foreign direct investment (US\$497.2 million), behind the United States, Spain and the Netherlands. The administration is also concerned with job creation, fiscal reform, energy reform, eliminating the budget deficit, restructuring

Continued on page 12 — Mexico

**A**lbert Rock is a true innovator. In the mid-1980s, the British Columbia entrepreneur invented an automatic measurement device to help him keep up with the demand for his services collecting information on buildings' mechanical systems for troubleshooting purposes. His invention proved so popular Rock did himself out of a job as a human "information logger" — and into a multi-million-dollar manufacturing and distribution business. Now a world leader in an industry Rock pioneered, **ACR Systems Inc.** continues a tradition of innovation in everything from its export strategies to the fascinating end-uses of its portable information logger.

Started as a research and development company with financial assistance from Industry Canada, and incorporated in 1986, Surrey, B.C.-based ACR Systems today has 32 employees and sales approaching \$10 million. "We're still a small company," explains General Manager David McDougall, "but we're big exporters."

Exports, in fact, represent 83% of company sales and are made to 100 countries around the world, including the United States, which is both ACR's primary export market and primary market, period.

#### Variety of users and uses

McDougall describes ACR's data loggers as "smart instruments that can collect information on anything that can be measured — temperature, relative humidity, pressure, electrical current, pulse signals, and more." These small portable instruments take readings at regular intervals, and the information, stored in the logger's memory, is then transferred to computer for analysis. The loggers themselves don't solve

problems but provide a continuous record of conditions so that the end user can take whatever action is necessary.

The uses to which ACR's instruments have been put are virtually endless. The loggers have, for example,

*Small B.C. high-tech company a big exporter*

## "Innovation" loggers

monitored the temperature of the heat tiles on space shuttles to determine the optimum materials for use under extreme temperature conditions; monitored the temperature of frozen foods in transportation to ensure food safety; and monitored the power quality of slot machines, since poor power quality can produce "false jackpots." A data logger placed in the box transporting the Iceman from its place of discovery in northern B.C. in 1999 ensured the correct temperature for preserving the body for scientific analysis.

#### Innovation creates edge

There are now about 150 companies in the industry, says Albert Rock, but his company has a definite competitive edge. "We're considered the Rolls Royce of data loggers — we're higher priced but have unique technology and a much longer battery life."

Innovation also extends to ACR's export strategy. Rather than supplying directly to end-users, the 100% Aboriginal-owned company has pursued worldwide business partnerships with industrial instrumentation companies that integrate ACR products into broader industrial electronics systems that they are supplying to end users with specific problems to solve.

Such business partnerships have also helped ACR to avoid reinventing the wheel when it comes to providing technical support. "Our conclusion is that with the number of countries we deal with, we literally can't do it on our own. We need partners who already understand the local business culture and language," says Rock.

Another beneficial partnership for ACR has been with agencies of the Canadian government, including the International Trade Centre and Aboriginal Business Canada in Vancouver. Over two years ago, ACR began re-

ceiving accounts receivable insurance from Export Development Corporation (now Export Development Canada), which has led to increased sales and larger orders.



*ACR President and founder Albert Rock with his SmartButton mini Data Logger (inset).*

#### Partnerships pay off

The company's strategies have paid off. Over the past five years, ACR has more than doubled the number of distribution points in its worldwide network, from 60 to more than 150 resellers. A February 2001 opening of a sales office near San Francisco has put ACR on track for increasing U.S. sales 20% over the previous fiscal year. And within the next 12 months, the company intends to expand its presence in Western Europe. With such expansion, there is no telling where ACR's data loggers will turn up next.

**For more information**, contact David McDougall, General Manager, tel.: (604) 591-1128, fax: (604) 591-2252, e-mail: [david@acrsystems.com](mailto:david@acrsystems.com) Web site: [www.acrsystems.com](http://www.acrsystems.com)

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



# REPUBLIC OF KOREA

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This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.  
**www.infoexport.gc.ca**

## The Environmental Industries Market



The Republic of Korea is currently developing its environmental infrastructure, which was neglected during the country's rapid economic expansion phases. Between 2000 and 2005, the Korean government plans to spend \$98 billion on environmental projects, with half this amount earmarked to build 600 environmental facilities.

### Market Overview

In response to deteriorating environmental conditions, the Korean Ministry of Environment (MOE) announced its second five-year environmental plan. The Ministry's priorities are water quality, solid waste management, and air quality. Korea is currently 55% short of its need for sewage treatment plants and 90% short for waste incineration plants.

Canadian companies presently supply approximately 1% of Korea's import market for environmental equipment, while 90% of Canadian environmental firms in Korea

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See insert for your Environmental Industries' contacts in the Asia Pacific region.





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are involved in water and wastewater treatment. Canadian exporters face competition from Europe, the United States and Japan.

#### Air Quality

Volatile organic compounds (VOC) and urban ozone are the main air quality concerns, although higher

to capital and technology. Specific opportunities for Canadian environmental technologies exist in the following areas:

#### Korean Environmental Market (estimated), 2000-2003 (\$ millions)

Year	Air	Water/Soil	Waste	Others	Total	Change
2000	1,836	5,735	4,172	351	12,094	-
2001	2,168	6,767	4,922	415	14,272	18%
2002	2,493	7,782	5,661	475	16,411	15%
2003	2,792	8,717	6,340	533	18,382	12%

Source: U.S. Department of Commerce. *Korea-U.S. Environmental Business Opportunities*, April 3, 2000.

- dioxin-free municipal waste incinerators
- advanced wastewater treatment technologies
- landfill gas treatment/re-utilization technologies
- VOC control technologies
- soil decontamination technologies
- oil-spill response equipment/technologies

#### Water Quality

Water quality is especially critical because of the deterioration of drinking water sources for some major cities, including Seoul. The MOE plans to bring the wastewater treatment ratio up to 80% by 2005 (from 70% in 2000). To reach this goal, close to \$22 billion will be spent on water quality projects, including the construction of 320 wastewater treatment plants.



environmental standards and rigorous enforcement have resulted in a reduction in air pollution in Korea's major cities. While industrial facilities used to be the primary contributors to air pollution, increasingly strict regulations have led to a reduction in pollutants. Automobiles are now the principle source of urban air pollution.

#### Waste Management

The solid waste management issue becomes more pressing each day as existing landfill sites fill up. The government's policy is to maximize waste reduction and recycling and to favour incineration of other waste. With a 35% decrease since 1995, Korea has already achieved a high rate of municipal solid waste reduction.

#### Opportunities

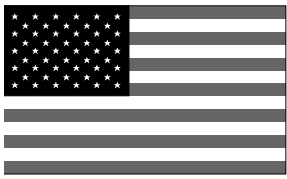
Korea has liberalized its rules regarding foreign investment in environmental infrastructure. Opportunities may arise in this sector for Canadian engineering companies that have good access

#### See Potential?

To learn more about this market, read *The Environmental Industries Market in Korea*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

The screenshot shows a web browser window with the URL [www.infoexport.gc.ca](http://www.infoexport.gc.ca). The main text on the page reads: "Could this be your market? Complete report at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)". Below this is a circular image of a house with the text "The Environmental Industries Market". At the bottom, there is a button that says "Access our market studies" with a mouse cursor pointing to it.



# The U.S. Connection

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## Back to business after September 11

# Washington D.C. welcomes Building Products trade mission

**"D**o we proceed, or don't we?" That was the question being asked after the events of September 11, 2001. At issue was a Building Products trade mission, in planning for months, targeting the dynamic Washington, D.C., region. The answer was, and continues to be, a resounding yes.

Ultimately, the Quebec Construction Association [L'Association de la construction du Québec (ACQ)] ([www.acq.org](http://www.acq.org)) and the World Trade Centre (WTC) Montréal ([www.wtcmontreal.com](http://www.wtcmontreal.com)), supported by Canada Economic Development ([www.dec-ced.gc.ca](http://www.dec-ced.gc.ca)), brought the Building Products trade mission to Washington, D.C., and Baltimore, Maryland, October 23-25, 2001.

A delegation of fourteen ACQ members, representing eight businesses, participated in seminars, site visits, networking events and one-on-one meetings. The delegation was led by Louis Potvin, President and CEO of LBL Skysystems ([www.lblskysystems.com](http://www.lblskysystems.com)), who, as the head of a company that was already very successful in the target market, offered the benefit of his experience to the other participants.

All participants were tremendously reassured to learn that the local market was still active and open to new entrants. In fact, both regional and public representatives expressed the conviction that, if anything, activity in the

public building market would be increasing. For example, the utility of "building hardening", in which the



*The Pentagon Renovation Program.*

Pentagon was engaged prior to September 11, was graphically demonstrated, and the concept will now be applied to other public buildings deemed at risk. Within the building products market, the very strong commercial and residential sectors show no signs of slowing down either.

### The personal touch

Given that the Canadians were targeting the American industrial building

Last call for the March 18-21 Extus Mission to FOSE 2002. See p. 15.

products market, which is expanding in Washington, the highlight of the mission was undeniably the one-on-one meetings with local general contractors who were very pleased with the opportunity to meet potential new suppliers and subcontractors and see their products. All of the American participants stressed the importance of being able to meet suppliers face-to-face before doing business.

The seminars on local and public markets proved to be very useful, providing valuable information to help the companies increase the effectiveness of their market entry efforts. A presentation on the red-hot topic of "green" buildings drew a spirited discussion about improving products currently in production as well as ways to develop and certify new products to meet the standards in this emerging niche market.

At the Canadian Embassy's networking reception, architects and engineers mingled freely with mission participants and local contractors.

### Building successes

In the months following the mission, each of the participants has been invited to submit bids for between two to six large project competitions and all are awaiting the final results. Furthermore, prompted by recommendations from the American participants, at least one company, Orbi Metal ([www.orbimetal.com](http://www.orbimetal.com)), is considering hiring a local representative

*Continued on page 7 – Building*

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

**T**he Canadian Commercial Corporation (CCC) has experienced many changes since its creation in 1946. However, the Corporation's attention to quality customer service has remained consistent. Proposed amendments to the Canadian Commercial Corporation Act will strengthen the Corporation's commercial profile.

In the last 50 years, CCC has developed a niche expertise, helping companies across Canada access government procurement markets worldwide. As Canada's international contracting agency, the CCC puts the power of Canada behind each export transaction that it supports.

Thousands of Canadian exporters have benefited from CCC's contracting expertise and its government-to-government mechanism to secure international contracts. CCC client satisfaction ratings have remained consistently high over the years, but CCC knew it could better serve clients by being more commercially oriented.

"Changes to the Corporation's operating structure were needed to allow the Corporation to become more commercially oriented and responsive to the needs of Canadian exporters in addition to strengthening its governance structure," explains Douglas Patriquin, President of CCC.

The first amendment calls for the separation of the positions of Chair of the Board of Directors and President,

## Update to legislation

# Strengthening CCC's capacity to serve its clients

thus bringing the organization's governance structure in line with modern corporate management practices and allowing the Board to be more independent from management.

The second change will permit CCC to charge commercial fees for service on its non-Defence Production Sharing Arrangement (DPSA) business. By charging a fee for its non-mandatory services, CCC will become more self-sufficient and able to expand its business beyond assisting Canadian exporters to sell into the U.S. market.

The third amendment authorizes the corporation to borrow funds in commercial markets. This will enable the Corporation to minimize its risk exposure by providing emergency cash flow to its exporter clients in advance of contracted payment flows from foreign buyers. This allows CCC's exporter client to finish its production run and deliver the contracted goods to the buyer, while minimizing the likelihood of calling in CCC's performance guarantee.

As stated by the Minister for International Trade Pierre Pettigrew, "These amendments will strengthen CCC's capacity to deliver the specialized services that have spelled success in export markets for thousands of Canadian companies and that have helped produce high-quality employment for Canadians across the country for many years."

For more information on the updates to the CCC Act, contact Sylvie Germain, Policy and Planning Analyst, tel.: (613) 995-9144, fax: (613) 995-2121, e-mail: [sylvie.germain@ccc.ca](mailto:sylvie.germain@ccc.ca)

Details about the legislation and backgrounders can be found at: [http://webapps.dfait-maeci.gc.ca/minpub/Publication.asp?FileSpec=/Min\\_Pub\\_Docs/104660.htm](http://webapps.dfait-maeci.gc.ca/minpub/Publication.asp?FileSpec=/Min_Pub_Docs/104660.htm) ★

## Building Products mission — Continued from page 6

in the Mid-Atlantic region.

Orbi Metal President Carlos Stella sums up the mission's success: "I strongly recommend this event to other exporters in the business. With the WTC Montréal and the Canadian government supporting us, we were able to make a much stronger impact as a group than we would have as individual companies."

### More to come

The next ACQ Building Products trade missions in the U.S. will be held April 18-19, 2002, in Miami and

May 23-24, 2002, in Boston. For more information, contact Julie Bourgoin, WTC Montréal, tel.: (514) 849-1385.

For more information about business opportunities in the building products and services market in the Mid-Atlantic U.S., contact Amanda J.W. McNaughton, Canadian Embassy, Washington, D.C., tel.: (202) 682-7745, e-mail: [wshdc.infocentre@dfait-maeci.gc.ca](mailto:wshdc.infocentre@dfait-maeci.gc.ca) ★

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## 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, Web site: [www.ccc.ca](http://www.ccc.ca)

**A** recent study at Columbia University ranked Finland number one in the world for environmental sustainability. With the passage of its updated Environmental Protection Act on March 1, 2000, Finland has adopted an integrated approach to preventing environmental damage. Utilizing the best available technologies

Promoting "eco-efficiency"

# Finland's environmental sector

(BAT) to preserve the environment is now a key element of corporate programs in Finland, and presents opportunities for suppliers of competitively priced, niche solutions.

Finland's revised environmental legislation, which has been harmonized with the Integrated Pollution Prevention and Control (IPPC) Directive of the Council of the European Union, applies to all activities that are potentially harmful to the environment. The objective of the legislation is to improve the environment by using the best available technologies (BAT) — without having to tighten Finland's already stringent demands on environmental protection.

Using an integrated approach to reducing emissions, rather than focusing on water and air separately, allows better control over the overall environmental impact of industrial operations.

## Trends

In the 1990s, industrial investment in the environment represented 5%-10% of total investments in Finland. By 1998, the value of the total environmental market in Finland was estimated to be \$2.5 billion. Today, Finnish companies produce environmental technology products worth approximately \$2.7-\$4.6 billion each year.

Further investment in emission controls can be expected as the compliance date for the new environmental legislation approaches in 2007.

For more details, visit the Finnish Environmental Administration Web site

at: [www.vyh.fi/eng/environ/legis/index.htm](http://www.vyh.fi/eng/environ/legis/index.htm)

## Environmental health program

In 1997, a collaborative project between 60 research institutes and enterprises, known as the Environmental Cluster Research Programme (ECRP), was formed in Finland to promote human and environmental welfare through

"eco-efficiency"; cooperation and entrepreneurship.

The program, now in its second phase, is examining the best ways to build infrastructure in a sustainable society.

## Opportunities

Although Finnish municipalities and government institutions tend to favour domestic suppliers, Finnish industry welcomes environmental technology from reliable, world-class firms. Indeed, many of the industrial systems manufactured in Finland are constructed from imported high-technology components.

To compete with the well-established component suppliers from the EU, the U.S. and Japan, Canadian firms are advised to offer niche, best available technologies that are unique and competitively priced. Opportunities exist in such sectors as instrumentation, soil and water remediation, solid waste and waste water treatment, and air emissions controls.

Partnerships between Finnish and Canadian firms may be mutually advantageous, given that Canada and Finland are both world leaders in environmental technologies.

## Major competition

The environmental industry in Finland employs some 24,000 people and is one of the world's most technologically advanced. It comprises approximately 400 companies, mostly small and medium-sized enterprises (SMEs),

as well as a few larger corporations with environmental divisions. Most (300) of these companies operate in infrastructure-related areas such as water supply, waste water treatment, solid waste treatment and bioenergy, with the remainder involved primarily in the fast-growing field of monitoring and measurement.

## Market access issues

Foreign suppliers are advised to work with local agents and distributors because the domestic market for environmental technology equipment in Finland is not large enough to warrant full-scale sales operations.

Finland adheres strictly to EU directives and regulations and therefore, in principle, accepts products that have been admitted to other EU countries.

## Useful Web sites

- Environmental Cluster Research Program: [www.vyh.fi/eng/research/cluster/clus2pha.htm](http://www.vyh.fi/eng/research/cluster/clus2pha.htm)
- National Technology Agency: [www.tekes.fi](http://www.tekes.fi)
- Finnish Environmental Administration: [www.vyh.fi/eng/](http://www.vyh.fi/eng/)
- The Confederation of Finnish Industry and Employers: [www.tt.fi/english/](http://www.tt.fi/english/)
- Environmental Technology Research Centre ETRC Ltd.: [www.yttk.suomi.net/](http://www.yttk.suomi.net/)
- Technical Research Centre of Finland: [www.vtt.fi/indexe.htm](http://www.vtt.fi/indexe.htm)
- Nordic Environment Finance Corporation: [www.nefco.fi/](http://www.nefco.fi/)

For more information, contact Seppo Vihersaari, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 228-530, fax: (011-358-9) 601-060, e-mail: [seppo.vihersaari@dfait-maeci.gc.ca](mailto:seppo.vihersaari@dfait-maeci.gc.ca) Web site: [www.canada.fi](http://www.canada.fi) 🌟

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**S**urveys indicate that the Portuguese are becoming more concerned about important environmental issues such as sewage treatment, drinking water quality, environmental damage from forest fires and river pollution. According to recent statistics, only 42% of Portugal's population is supplied with drinking water of good quality, and only 27% of water effluent and 75% of urban solid waste is properly treated. Given that industrial pollution in Portugal corresponds to a population of 26 million — more than 2.5 times its actual population — the need for new environmental technologies is urgent.

### Opportunities

Water sanitation and waste treatment, urban and industrial solid waste treatment and recycling top the list of opportunities in the environmental sector. Portugal has earmarked \$11.67 billion between now and 2006 to solve its environmental problems, with \$4.17 billion funded by the EU. The balance, to be funded by Portugal's government and the private sector, will be applied to improving sanitation in Portugal to meet European standards.



Limitations on the amount of public debt that Portugal can assume has opened up opportunities in the private sector. To attract private investment in air pollution reduction and effluent and solid waste treatment, the Portuguese government has been offering a tax credit since 1999 equal to 8% of investment in assets, such as equipment, that are used for environmental protection. The credit is limited to 25% of the net tax on profits, to a maximum of \$80,000.

**Wastewater treatment** — Approximately three quarters of the population. Only 55% of the population, however, has its wastewater treated in wastewater plants, which is far below Portugal's goal of eventually treating 90% of effluents in plants

(the EU average). This has opened up business opportunities in land and resources planning, as well as the supply of knowledge, equipment and services.

**Urban and industrial solid waste management** — The government has opened up the management of urban

## Opportunities in water supply and sewage treatment

# The environmental market in Portugal

solid waste to the private sector. Many small firms now provide such services as street cleaning and pick-up of recyclable material. Managing industrial solid waste is the most crucial problem, however, as many industries now deliver their waste to municipalities that are poorly equipped to handle it. Solutions for preventing industrial waste, cleaner technologies and end-of-line technologies, are therefore urgently required.

### Quality drinking water supply

The volume of drinking water that is captured and made available for each person is approximately 85 m<sup>3</sup> in Portugal, the lowest in the EU. Only 80% of this water is quality-controlled. Undoubtedly, there will be a booming market for fresh potable water in coming years, supported largely by funds from the EU and the public sector. At present, the awarding of concessions to the private sector for the capture, treatment and domestic distribution of water has slowed to a trickle, due mainly to the large amount of investment capital needed.

### Market access issues

Finding a local agent or partner is essential for Canadian environmental companies seeking niche market opportunities in Portugal.

### Major competition

In the water-supply sector, concessions have already been awarded to major local contractors such as Generale des Eaux (Portugal) Ltd, Lusaqua (Vivendi, Lyonnaise des Eaux), Aguapor (IPE Group), AGS (Somague Group), and Indáqua

(Mota & Ca.). These concession contracts cover 12% of the population. French, German and Italian companies are also active in other areas such as water and wastewater treatment equipment and urban and industrial solid waste recycling equipment.

Canadian companies should note that the ministries of Environment and Finance and the municipalities regulate the sector, prepare policies and award contracts.

### Useful Web sites

- Portuguese environmental sector portal: [www.netmais.pt/ambiente](http://www.netmais.pt/ambiente)
- European Commission's Environment Directorate-General: [http://europa.eu.int/comm/dgs/environment/index\\_en.htm](http://europa.eu.int/comm/dgs/environment/index_en.htm)
- European Environment Information and Observation Network: [www.dga.min-amb.pt/eionet.htm](http://www.dga.min-amb.pt/eionet.htm)
- Portuguese Ministry of the Environment: [www.dga.min-amb.pt/rama.html](http://www.dga.min-amb.pt/rama.html)

For more information, contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Lisbon, tel.: (011-351-21) 316-4600, fax: (011-351-21) 316-4695, e-mail: [carlos.silva@dfait-maeci.gc.ca](mailto:carlos.silva@dfait-maeci.gc.ca) 🌟

**A**lthough the ambitious agenda associated with China's WTO accession represents a huge leap forward, implementing that agenda will be challenging and have huge domestic repercussions. Canadian companies will need to be determined — and cautious — to make inroads in China's new fast-changing economic environment. To take advantage of the vast potential that is now unfolding, Canadian

base stations and switches, computers, ink jet and laser printers, fax machines, resistors and integrated circuits.

Wheat tariff-rate quotas (import volumes) will increase from 0.9 million t in 2000 to 9.6 million t by 2004, and the in-quota tariff will be 1%.

Between now and 2006, the average Chinese tariff on certain motor vehicle parts originating from Canada will drop to 11.5% (currently 21.1%).

who are preparing to take advantage of the huge opportunities now emerging in China. What can Canadian banks that have offices in Hong Kong and Guangzhou expect as the Chinese financial services markets open up? Can the new intellectual property commitments protect Canadian VQA ice wine arriving in Hong Kong from being copied in South China? What does accession mean for suppliers of Prince Edward Island potatoes or Alberta beef? What approach will China and the world take with respect to genetically modified organism (GMO) products entering China? How will an electronics company offering both products and support services position itself given the different rules of establishment for the two in China?

Answering these complex questions requires careful consideration and insight, which Canadian trade officers are now better equipped to provide.

#### Useful links

To learn more about China and the WTO: [www.dfait-maeci.gc.ca/tna-nac/WTO-CC-e.asp](http://www.dfait-maeci.gc.ca/tna-nac/WTO-CC-e.asp)

For WTO sectoral analysis reports: [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and follow the links to the "China page"

Visit the following Web sites to learn more about the Canadian government in China:

- Guangzhou — "WTO in South China: A Guangzhou Perspective": [www.canada.org.cn/guangzhou/index.htm](http://www.canada.org.cn/guangzhou/index.htm)
- Hong Kong — [www.dfait-maeci.gc.ca/dfait/missions/hongkong/index.htm](http://www.dfait-maeci.gc.ca/dfait/missions/hongkong/index.htm)
- Beijing — [www.canada.org.cn/beijing/index.htm](http://www.canada.org.cn/beijing/index.htm)
- Shanghai — [www.shanghai.gc.ca/](http://www.shanghai.gc.ca/)
- Chongqing — [www.canada.org.cn/chongqing/index.htm](http://www.canada.org.cn/chongqing/index.htm)

For more information, contact the China and Mongolia Division, DFAIT, tel.: (613) 996-0905, fax: (613) 943-1068, e-mail: [pcm@dfait-maeci.gc.ca](mailto:pcm@dfait-maeci.gc.ca) 🌟

## How to benefit from China's WTO accession

# Let Canada's experienced trade officers help



exporters will also need up-to-the-minute information. That's where the trained staff at the Canadian Trade Commissioner Service (TCS) can help.

Suppliers of some of Canada's top goods and services exports to China stand to benefit from the significant market liberalization accompanying the accession.

Market entry restrictions will be substantially reduced for several services industries, including telecommunications and financial services. Soon, banks will be permitted to conduct a wider range of business in the local currency (renminbi - RMB) and geographical restrictions will gradually be eliminated for both banks and insurance companies, granting these companies greater access to Chinese consumers. The accession documents also clarify and improve on foreign access to the Chinese market in a range of other service sectors, such as those in environment.

Tariffs will be cut drastically for most Canadian exports. By 2005, for example, tariffs will be eliminated on 251 information technology products, including mobile telecommunications

#### Trade officers trained to help

These products and services were among many that were discussed during two-day training sessions held last November for Canadian Trade Commissioner Service staff from Canada's missions in China and Hong Kong. The sessions included discussions about commitments, timing, opportunities, adaptations, challenges and, above all, what it all means for Canadian business in China.

Arranged by the Department of Foreign Affairs and International Trade's (DFAIT) China Division, the training sessions were delivered by in-house experts such as Terry Collins-Williams, Canada's Deputy Permanent Representative to the WTO, and officers from Ottawa and from the Canadian Embassy in Beijing. Topics included the broad principles and framework of the accession as well as the specific commitments that will change the business horizon in China for a number of sectors including electronics, automotive, agriculture, foreign exchange and services.

The content of the sessions, and the follow-up discussions, reflected the business concerns of exporters

For details about the **April 17-19 Chinese Business Expo and Conference in Toronto**, see [www.chinesebusinessexpo.com](http://www.chinesebusinessexpo.com)

# Reform in Japan

— Continued from page 1

The submission flags high priority areas from Canada's perspective, and proposes effective strategies for reform.

Canada has been actively participating in Japan's regulatory reform process since its inception, and acknowledges the real progress the Council has made on certain issues, in particular, the latest three-year Plan and its recent *Interim Report on Six Important Areas*. Canada applauds Japanese proposals in the six key fields of health care, welfare and child care, human resources, education, environment, and urban renewal.

Encouraged by Japan's current government regulatory reform initiatives, Canada is pressing for improvements to the investment environment in order to attract foreign investment and help speed Japan's economic recovery.



## Submission highlights

In keeping with the broader investment environment theme, Canada's latest submission has been expanded to include comments on telecommunications, financial services, commercial code, judicial reform, legal services, competition policy, air transport policy, and energy, as well as specific product-related issues related to building materials, medical devices and pharmaceuticals, and formaldehyde testing of infants' clothing.

The following excerpts were taken from Canada's submission.

**Telecommunications** — Canada encourages the following:

- fair access to the land and facilities owned or controlled by utilities and measures to facilitate construction and expansion of infrastructure over public land and facilities;
- establishment of a system to promptly mediate rights-of-way disagreements and disputes;

- elimination of unduly burdensome tariff filing and notification requirements;
- continued enforcement of dominant carrier regulation.

**Financial services** — Canada supports the efforts of Prime Minister Koizumi's government to streamline and privatize government-backed financial institutions.

**Commercial code** — Canada urges Japan to encourage Japanese companies to incorporate outside directors, and to carefully monitor progress in this matter.

**Judicial reform** — Canada urges Japan to improve the accountability of administrative agencies by granting the courts the authority to review administrative decisions.

**Legal services** — Canada urges the abolition of restrictions on partnership and employment between Japanese and foreign lawyers, as well as the abolition of restrictions on the ability of qualified foreign lawyers to provide legal advice on home or third country law.

**Competition policy** — Canada urges Japan to ensure that the Japan Fair Trade Commission be afforded sufficient resources and authority to properly perform its strengthened role as guardian of Japanese competition.

**Air transport** — Canada asks the Japanese government to reconsider the proposed approach for the new runway at Narita airport in order to maximize capacity.

**Energy** — Canada welcomes greater dialogue with Japan on energy issues and the regulatory framework.

**Building products** — Canada has numerous suggestions that will enhance the ability of exporters to introduce new technologies and products into the Japanese market.

**Other product-related reforms** — Canada urges Japan to continue to align the approval process for medical devices and pharmaceuticals with international norms and to continue to facilitate the use of foreign clinical data.

By offering Japan the benefit of its experience, Canada is supporting the Japanese regulatory reform process and contributing to Japan's economic recovery. By helping to create a healthy Japanese economy, Canada hopes that more Canadian companies, and Canadian investment, will be attracted to Japan.

The full text of *Canada's Comments and Proposals* is available on DFAIT's Japan Division Web site at [www.dfait-maeci.gc.ca/ni-ka/political/new-dereg-e.asp](http://www.dfait-maeci.gc.ca/ni-ka/political/new-dereg-e.asp)

For more information, contact Illya Shimizu, Media Relations Officer, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200 ext. 3336, e-mail: [illya.shimizu@dfait-maeci.gc.ca](mailto:illya.shimizu@dfait-maeci.gc.ca) or Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2467, fax: (613) 944-2397, e-mail: [jeanpierre.petit@dfait-maeci.gc.ca](mailto:jeanpierre.petit@dfait-maeci.gc.ca) ✨

THE CANADIAN TRADE COMMISSIONER SERVICE

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Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and register on line.

WIN EXPORTS

**G**itex 2001 ([www.gitex.com](http://www.gitex.com)), held October 14-18, 2001, in the Dubai World Trade Centre, was the largest and most successful event of its kind in the Middle East — one of the world's fastest growing IT markets. Canada's participation at Gitex, through the Canadian Consulate in Dubai, has grown dramatically over the past six years, reflecting Canada's remarkable reputation in the IT sector.

Both a Canadian and a Quebec pavilion were set up for Canadian exhibitors at the show. The following ten Canadian companies exhibited in the Canada pavilion: SLM Soft, META Group, Identicam, Worldsites Network, Xplore Technologies, Hyperchip Inc., Pulse Software and Consulting Inc., Entrust Inc., Proxymedia, and Plaintree Systems Inc. A delegation of ten companies, including NSI Global Inc., participated in the Quebec pavilion.

All participants agreed that the Consulate's excellent planning and organization directly contributed to

the resulting leads, contacts and solid successes.

#### NSI Global opens in Dubai

NSI Global Inc. ([www.nsicomm.com](http://www.nsicomm.com)) of Pointe Claire, Quebec, a maker of two-way satellite communications and

**GITEX** "Where the global IT industry meets"

networking equipment known as Very Small Aperture Terminals (VSATs), confirmed that it will soon open an office serving the Middle East region in Dubai's Internet City (DIC). DIC is a complex comprising some 300 media, IT and related companies.

NSI's Director of Business Development, David Owers, predicts that opening the regional office will boost turnover significantly. "We've already got clients in Yemen and Lebanon, and I'm sure once the new sales team gets established our business in the region will grow even more," Owers said.

#### Hyperchip routes a deal in Dubai

Hyperchip ([www.hyperchip.com](http://www.hyperchip.com)), a Quebec-based manufacturer of high-speed routers, has established contacts to supply products enabling high-speed Internet connection.

The Canadian Consulate in Dubai played a key role in the introduction of new partners, by convincing Hyperchip to exhibit at Gitex and by providing the company with information about Dubai firms.

"This is our first presence in the Middle East, so it was certainly worthwhile being at Gitex," says Remi Makhoul, Vice-President of Business Development at Hyperchip. "We're planning to open an office in the next few months, and we hope to have much success in the Middle East in the near future." 🍁

## Mexico: By the book — *Continued from page 2*

government, increasing privatization, reducing inflation even further, restoring credit markets, and redistributing wealth more equitably.

For the Canadian energy industry, a key item on the agenda is the reform of the regulatory environment for investment in the energy sector, which is not expected to pass before the first quarter of 2002. This, says EDC, "will decide whether the country will receive a longer-term boost in the event that oil prices stay higher over a longer period." Mexico, which has proven energy reserves roughly equivalent in size to Canada's, has long curtailed foreign investment in the sector, but has recently shown strong signs that it is seeking ways to involve Canadian expertise in energy development.

#### Sectors to watch

In all, the Government of Canada has designated 12 priority sectors for the promotion of Canadian trade and

investment interests in Mexico: equipment and services in the oil and gas, electric power, mining, agriculture and agri-food, and environmental technologies sectors; plastics manufacturing equipment; information and communications technologies; housing construction and building products; pharmaceuticals and bio-technology; medical products and health care services; automotive parts and services (original equipment and after-market); and urban transit and rail equipment and services.

#### All eyes on Mexico

An increasing number of Canadian business people searching for clues about how events will unfold in this promising market are keeping their eyes focused on Mexico and logging onto key Web sites that offer a wealth of information.

Viva Mexico ([www.dfait-maeci.gc.ca/mexico](http://www.dfait-maeci.gc.ca/mexico)), an information portal about trade and investment main-

tained by the Department of Foreign Affairs and International Trade (DFAIT)'s Mexico Division (Trade), is an excellent starting point. Extensive market reports for a variety of sectors are available from the Canadian Trade Commissioner Service (TCS) Web site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)). The Canadian Embassy in Mexico Web site ([www.canada.org.mx/trade/english/menu.asp](http://www.canada.org.mx/trade/english/menu.asp)) provides a wide range of general information, as well as a handy "Quick Links for Canadian Exporters & Investors" ([www.canada.org.mx/trade/english/links.asp](http://www.canada.org.mx/trade/english/links.asp)).

And, the rapidly increasing e-commerce capabilities of EDC's Web site ([www.edc-see.ca/index\\_e.asp](http://www.edc-see.ca/index_e.asp)) include Export Check, which lets users check out 64 million individual companies in 70 key export markets, including Mexico.

For more information, contact Carlos Rojas-Arbulú, Trade Commissioner, Mexico Division, North American Bureau, DFAIT, tel.: (613) 995-8804, fax: (613) 996-6142, e-mail: [carlos.rojas-arbulu@dfait-maeci.gc.ca](mailto:carlos.rojas-arbulu@dfait-maeci.gc.ca) 🍁

**E**xport Development Canada is sponsoring three students on the Junior Team Canada trade mission that is accompanying the principal delegation to Russia.

The students, who were chosen to represent Canada because of their initiative taken in further promoting the benefits of international trade after they returned from their previous missions abroad are: Nathan Liss, 19, from Blind River, Ontario; Pamela Suneja, 17, from Woodbridge, Ontario, and Guillaume Parent, 18, from Quebec City. All three are pursuing studies in commerce and international business.

"As our National Partner, EDC recognizes and values our future generation of traders by providing them with the opportunity to showcase what Canada's youth has to offer,"

says Amy Giroux, Director of Junior Team Canada.

EDC's sponsorship of the Junior Team Canada trade missions is part of

## EDC sponsors Junior Team Canada members on Russia trade mission

its Education and Youth Employment Strategy (EYE) designed to increase awareness and employment opportunities in international trade for young Canadians.

EDC is participating in the trade mission to Russia and Germany to build relationships and to provide

advice to Canadian companies interested in these markets. The mission will also enable EDC to maintain important contacts with the Russian

government and key Russian banks and industries on behalf of Canadian businesses.

**For more information** on the students participating in the Junior Team

Canada mission to Russia visit [www.gvconnects.com](http://www.gvconnects.com) 🌟



## Carrefour international du bois

**NANTES, FRANCE** — May 29-31, 2002 — The seventh edition of the **Carrefour international du Bois** will take place this spring. This unique trade show is dedicated entirely to the wood trade, making it an excellent venue for Canadian wood industry players to promote their products and services.

More than 350 exhibitors and 9,000 visitors are expected this year, representing a variety of wood products. The typical **Carrefour** visitor is a decision maker with purchasing responsibilities. The Canadian Embassy will have an information stand at the show.

Show organizers are expecting visitors from approximately 60 countries. In conjunction with the show will be conferences on the economic aspects and market trends of the wood trade.

**Carrefour** is the result of a partnership among a number of organizations. Since it is the only French show promoting the production and import of cut wood and panelling, it is closely linked to the French feder-

ations representing this sector — FNB ([www.fnbois.com/index.htm](http://www.fnbois.com/index.htm)) and le Commerce du Bois ([www.lecommercedubois.com](http://www.lecommercedubois.com)).

**For more information**, contact Cécile Bourdages, Commercial Officer, Paris, tel.: (011-33-1) 4443-2374,

fax: (011-33-1) 4443-2998, e-mail: [cecile.bourdages@dfait-maeci.gc.ca](mailto:cecile.bourdages@dfait-maeci.gc.ca)

**To register** for the show, contact Samantha Padden, tel.: (011-33-2) 4073-0168, fax: (011-33-2) 4073-0301, e-mail: [sam@timbershow.com](mailto:sam@timbershow.com) or [info@timbershow.com](mailto:info@timbershow.com) Web site: [www.carrefourdubois.com/fr/accueilfr.html](http://www.carrefourdubois.com/fr/accueilfr.html) (French only) 🌟

## Hôpital Expo/Intermedica

**PARIS, FRANCE** — May 21-24, 2002 — **Hôpital Expo/Intermedica** —

**DUSSELDORF, GERMANY** — November 20-23, 2002 — **Medica 2002** — If you're a Canadian company in the health technology sector and you're interested in the European market, why not join one or both of the next two trade delegations organized by ExportMed International.

ExportMed offers a turnkey service for Canadian exporters. Delegates will benefit from ExportMed's experience in participating in international trade shows and can also take advantage of the increased visibility that comes with being part of a group

of Canadian companies exhibiting together at the Canadian pavilion. Registrations for both shows are currently being accepted.

**For more information** on **Hôpital Expo/Intermedica** in Paris, see: [www.hopitalexpo.com](http://www.hopitalexpo.com)

**For more information** on **Medica 2002** in Dusseldorf, see: [www.medicade.com](http://www.medicade.com) and <http://strategis.ic.gc.ca/medica>

**For more information** on ExportMed International, contact Virginie Morin, tel.: (514) 383-3241 or 1-866-770-3217, e-mail: [info@exportmed.com](mailto:info@exportmed.com) Web site: [www.exportmed.com](http://www.exportmed.com) 🌟

*Agriculture and agri-food sector***Trade mission to the World Bank and Inter-American Development Bank**

**WASHINGTON, D.C.**—April 10-12, 2002—The World Trade Centre Montréal ([www.wtcmontreal.com](http://www.wtcmontreal.com)), in collaboration with Agriculture and Agri-Food Canada (<http://agr.gc.ca>) and Team Canada Inc ([http://exportsource.gc.ca/heading\\_e.cfm?HDG\\_ID=57](http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57)) is leading a trade mission for businesses and organizations wishing to explore the opportunities for commercial and professional collaboration with the World Bank ([www.worldbank.com](http://www.worldbank.com)) and the Inter-American Development Bank ([www.iadb.org](http://www.iadb.org)) in the agriculture and agri-food sector.

The mission will enable participants to learn about development strategies and priorities; contract-awarding procedures and the "project cycle"; and how the US\$35 billion invested

annually by these institutions in developing economies translates into business opportunities for Canadians.

Agriculture and agri-food is one of the prime investment sectors sponsored by the multilateral development banks. Participants will have the opportunity to meet with sectoral professionals and high-ranking Canadian representatives from the two banks and to become familiar with the best routes to successful collaboration. Participants will also be in a position to take advantage of the support and networking opportunities offered by the WTC Montréal.

**For more information**, contact Stephen Curran, WTC Montréal, tel.: (514) 849-6695 or 1-877-590-4040, e-mail: [scurran@wtcmontreal.com](mailto:scurran@wtcmontreal.com) ✨

*Health sector (HIV/AIDS and infectious diseases)***Trade mission to the World Bank and the United Nations**

**WASHINGTON, D.C.**—May 1-3, 2002—The World Trade Centre Montréal, ([www.wtcmontreal.com](http://www.wtcmontreal.com)) in collaboration with Team Canada Inc ([http://exportsource.gc.ca/heading\\_e.cfm?HDG\\_ID=57](http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57)) is organizing a trade mission to the World Bank ([www.worldbank.org](http://www.worldbank.org)) and the United Nations ([www.un.org](http://www.un.org)) intended for suppliers of products and services in the health

sector, with particular emphasis on those associated with HIV/AIDS and infectious diseases.

Participants will have the opportunity to become familiar with procedures related to calls for tender and the awarding of contracts by international institutions, to gather recent information on health projects sponsored by these institutions, and to meet key stakeholders through networking activities.

The Canadian health system's community-based and participatory approach is highly prized internationally. As a result, Canadian health sector companies and organizations are well placed to take advantage of business opportunities with these institutions.

**Investment and business seminar on Egypt**

**MONTREAL**—April 4-11, 2002—The Egyptian Ministry of Foreign Trade and the Canadian Trade Centre in Montreal are organizing a trade mission of senior Egyptian government officials and business leaders who will visit **Montreal April 8-11** in conjunction with the **Investment & Real Estate Show**, sponsored by the National Bank of Egypt, to be held at the Crown Plaza Montreal Hotel, **April 4-8**.

In order to provide new opportunities for business networking, trade and investment in Egypt, a **seminar on business in Egypt** will be held on **April 8** at the same location beginning at 10:00 a.m., followed by one-on-one meetings in the afternoon.

**For more information**, contact Fayez Ezeldin, Director, the Canadian Trade Centre, Montreal, at [ctc@ezeldin.net](mailto:ctc@ezeldin.net) or tel.: (514) 685-2637, fax: (514) 684-6225, or in Cairo: tel.: (011-20-2) 452-1440, fax: (011-20-2) 290-6482. ✨

And the opportunities are significant. In 2001, the World Bank approved 17 new projects supporting programs and services for HIV/AIDS, tuberculosis, malaria and leprosy, for a total investment of over US\$610 million. These funds are mostly invested in partnership with the United Nations, as evidenced by various UNAIDS ([www.unaids.org](http://www.unaids.org)) partnerships, as well as Roll Back Malaria, and Stop TB. Moreover, the United Nations Foundation ([www.unfoundation.org/campaigns/aids/index.asp](http://www.unfoundation.org/campaigns/aids/index.asp)) recently created its Global Fund to Fight AIDS, Tuberculosis and Malaria, which is supported by public and private contributions totalling over US\$1.4 billion.

**For more information**, contact Stephen Curran, WTC Montréal, tel.: (514) 849-6695 or 1-877-590-4040, e-mail: [scurran@wtcmontreal.com](mailto:scurran@wtcmontreal.com) ✨



## Upcoming trade shows and conferences

For the full details of these events, see **CanadExport** on-line at [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade Fairs and Missions":

**WASHINGTON, D.C.** — March 18-21, 2002 — **EXTUS mission to FOSE 2002** (the Federal Office Systems Exposition). For more info, or to register, contact the ITC nearest you or Gerard Brathwaite-Sturgeon, Canadian Embassy, Washington, [gerard.brathwaite-sturgeon@dfait-maeci.gc.ca](mailto:gerard.brathwaite-sturgeon@dfait-maeci.gc.ca)

**DUBLIN, IRELAND** — April 9-11, 2002 — **ICT Expo**. For more info: John Sullivan, Canadian Embassy, Dublin, [john.sullivan@dfait-maeci.gc.ca](mailto:john.sullivan@dfait-maeci.gc.ca)

**BEIRUT, LEBANON** — April 9-13, 2002 — **Horeca 2002**. For more info: [www.hospitalityservices.com.lb/](http://www.hospitalityservices.com.lb/) or [info@hospitalityservices.com.lb](mailto:info@hospitalityservices.com.lb) or Grace Dib, Canadian Embassy, Beirut, [grace.dib@dfait-maeci.gc.ca](mailto:grace.dib@dfait-maeci.gc.ca) or [www.infoexport.gc.ca/lb](http://www.infoexport.gc.ca/lb)

**BEIRUT, LEBANON** — April 11-14, 2002 — **The Arab World Travel and Tourism Exchange (AWTTE)**. For more info: [www.ifpexpo.com/awtte02/](http://www.ifpexpo.com/awtte02/) or the Canadian Embassy, Beirut, [berut-td@dfait-maeci.gc.ca](mailto:berut-td@dfait-maeci.gc.ca) or [www.infoexport.gc.ca/lb](http://www.infoexport.gc.ca/lb)

**HANNOVER, GERMANY** — April 15-20, 2002 — **Hannover Messe** is the umbrella for seven individual trade shows: **Factory Automation**; **MicroTechnology**; **CeMAT**; **SurfaceTechnology**; **Energy**; **SubconTechnology**; and **Research and Technology**. For more info: [www.hannovermesse.de/intro\\_channel\\_e.html](http://www.hannovermesse.de/intro_channel_e.html) or Leslie T. Reissner, Canadian Embassy, Berlin, [leslie.reissner@dfait-maeci.gc.ca](mailto:leslie.reissner@dfait-maeci.gc.ca) or [www.kanada-info.de](http://www.kanada-info.de)

**HIGH POINT, NORTH CAROLINA** — April 16-21, 2002 — **The "Five Years in Five Days" Extus Mission**. For more info: William Stolz, Canadian Consulate General, Atlanta, [william.stolz@dfait-maeci.gc.ca](mailto:william.stolz@dfait-maeci.gc.ca)

**TORONTO, ONTARIO** — April 17-19, 2002 — **The Chinese Business Expo**

and Conference. For more info: [www.chinesebusinessexpo.com](http://www.chinesebusinessexpo.com)

**GLASGOW, SCOTLAND** — April 18-20, 2002 — **Aquaculture International 2002**. For more info: Ian Thomson, Canadian High Commission, London, [ian.thomson@dfait-maeci.gc.ca](mailto:ian.thomson@dfait-maeci.gc.ca)

**GLASGOW, SCOTLAND** — April 18-20, 2002 — **Fishing**. For more info: Ian Thomson, Canadian High Commission, London, [ian.thomson@dfait-maeci.gc.ca](mailto:ian.thomson@dfait-maeci.gc.ca)

**BRUSSELS, BELGIUM** — April 20-24, 2002 — **AUTOTECHNICA Benelux 2002**. For more info: [info@autotechnica.be](mailto:info@autotechnica.be) or [www.autotechnica.be](http://www.autotechnica.be) or Paul Desbiens, Canadian Embassy, Brussels, [paul.desbiens@dfait-maeci.gc.ca](mailto:paul.desbiens@dfait-maeci.gc.ca) or [www.infoexport.gc.ca/be](http://www.infoexport.gc.ca/be)

**MUSCAT, OMAN** — April 21-24, 2002 — **The Oil & Gas West Asia Conference and Exhibition**. For more info: [www.ogwaexpo.com.om](http://www.ogwaexpo.com.om) or Imad Arafat, Canadian Embassy, Riyadh, [imad.arafat@dfait-maeci.gc.ca](mailto:imad.arafat@dfait-maeci.gc.ca) or Maher Abou-Guendia, DFAIT, [maher.abou-guendia@dfait-maeci.gc.ca](mailto:maher.abou-guendia@dfait-maeci.gc.ca)

**BRUSSELS, BELGIUM** — April 23-25, 2002 — **The European Seafood Exposition and Seafood Processing Europe**. For more info: [food@divcom.com](mailto:food@divcom.com) or [www.euroseafood.com](http://www.euroseafood.com) or [www.europrocessing.com](http://www.europrocessing.com) or Paul Desbiens, Canadian Embassy, Brussels, [paul.desbiens@dfait-maeci.gc.ca](mailto:paul.desbiens@dfait-maeci.gc.ca) or [www.infoexport.gc.ca/be](http://www.infoexport.gc.ca/be)

**DUBLIN, IRELAND** — April 23-25, 2002 — **IFEX 2002**, the 15th International Food, Drink and Catering Exhibition. For more info: John Sullivan, Canadian Embassy, Dublin, [john.sullivan@dfait-maeci.gc.ca](mailto:john.sullivan@dfait-maeci.gc.ca)

**BEIRUT, LEBANON** — April 24-28, 2002 — **Telecom Middle East 2002**;

**CompEX 2002**, the International Exhibition and Conference for Information and Office Technology Serving the Middle East; and **E-Commerce Middle East 2002**, the International E-Commerce Conference and Exhibition for the Middle East. For more info: [www.ifp.com.lb/telecom02/](http://www.ifp.com.lb/telecom02/) or [www.ifp.com.lb/compex02/](http://www.ifp.com.lb/compex02/) or [www.ifp.com.lb/ecommerce02/](http://www.ifp.com.lb/ecommerce02/) or Sophie Legendre, Canadian Embassy, Beirut, [sophie.legendre@dfait-maeci.gc.ca](mailto:sophie.legendre@dfait-maeci.gc.ca) or [www.infoexport.gc.ca/lb](http://www.infoexport.gc.ca/lb)

**DUBLIN, IRELAND** — April 30-May 1, 2002 — **EirTronics**. For more info: John Sullivan, Canadian Embassy, Dublin, [john.sullivan@dfait-maeci.gc.ca](mailto:john.sullivan@dfait-maeci.gc.ca)

**TORONTO, ONTARIO** — May 3-5, 2002 — **The Canadian International Automotive Show** — For more info, or to register: Kristina Cluff, AIA Canada, (613) 728-5821 ext. 230, [kristina@aiacanada.com](mailto:kristina@aiacanada.com) or [www.aiacanada.com](http://www.aiacanada.com)

**BOLOGNA, ITALY** — May 7-9, 2002 — **Lineapelle** — May 7-10, 2002—**Simac**. For more info: [lineapelle@unic.it](mailto:lineapelle@unic.it) or [www.lineapelle-fair.it](http://www.lineapelle-fair.it) and exhibition [@assomac.it](mailto:@assomac.it) or [www.simac-fair.com](http://www.simac-fair.com) or Carmen Travaglini, Canadian Consulate General, Milan, [milan-td@dfait-maeci.gc.ca](mailto:milan-td@dfait-maeci.gc.ca) or [www.canada.it](http://www.canada.it)

**MELBOURNE, AUSTRALIA** — May 7-9, 2002 — **TCF International**, **Giftware International**, and **Homeware & Furnishing International**. For more info: Sharon Lethbridge, [slethbridge@ausexhibit.com.au](mailto:slethbridge@ausexhibit.com.au) or [www.ausexhibit.com.au](http://www.ausexhibit.com.au)

**NOVI SAD, YUGOSLAVIA** — May 12-20, 2002 — **The International Agricultural Fair**. For more info: [www.nsfair.com/kalendar/poljoprivedaprop/epoziv.html](http://www.nsfair.com/kalendar/poljoprivedaprop/epoziv.html) or Tatjana Grujicic, Canadian Embassy, Belgrade, [tatjana.grujicic@dfait-maeci.gc.ca](mailto:tatjana.grujicic@dfait-maeci.gc.ca)

**BRUSSELS, BELGIUM** — May 14-16, 2002 — **Telecom cTy** (formerly **TM@B**). For more info: [info@tmab.be](mailto:info@tmab.be) or [www.tmab.be](http://www.tmab.be) or Paul Desbiens,

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## Upcoming trade shows and conferences

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Canadian Embassy, Brussels,  
paul.desbiens@dfait-maeci.gc.ca  
or www.infoexport.gc.ca/be

**GENEVA, SWITZERLAND** — May 14-16, 2002 — Vitafoods International (Exhibition and Conference). For more info: www.vitafoods.co.uk or info@palexpo.ch or Werner Naef, Canadian Embassy, Berne, werner.naef@dfait-maeci.gc.ca or www.canada-ambassade.ch

**LIMA, PERU** — May 14-17, 2002 — The Fifth International Gold Symposium and Trade Show, Peru Gold. For more info or to register for the Canada Pavilion: CAMESE, (905) 513-0046, minesupply@camese.org or www.camese.org

**BEIRUT, LEBANON** — May 14-18, 2002 — Project Lebanon, the International Trade Exhibition for Construction Technology, Building Materials, Equipment and Environmental Technology for Lebanon and the Middle East; and Elecon Middle East, the International Electricity, Controls, Lighting and Air Conditioning Exhibition for the Middle East. For more info: www.ifp.com.lb/pl02/ and www.ifp.com.lb/elecon02/ or Grace Dib, Canadian Embassy, Beirut, grace.dib@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

**DUBLIN, IRELAND** — May 15-16, 2002 — The Energy Show. For more info: John

Sullivan, Canadian Embassy, Dublin,  
john.sullivan@dfait-maeci.gc.ca

**TOKYO, JAPAN** — May 15-17, 2002 — International Food Ingredients and Additives Exhibition — October 9-11, 2002 — Health Ingredients Japan — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade are organizing Canadian participation in these two events. For more info: Mike Price, Agriculture and Agri-Food Canada, (613) 759-7509, pricewm@em.agr.ca

**TEL AVIV, ISRAEL** — May 20-22, 2002 — DIY 2002. For more info: Leora Elkies, Israel Trade Fairs and Convention Centre, leora@fairs.co.il www.israel-trade-fairs.com/2000 or Suzanne Szukits, Canadian Embassy, Tel Aviv, suzanne.szukits@dfait-maeci.gc.ca or www.dfait-maeci.gc.ca/telaviv

**BRUNEI DARUSSALAM** — May 27-30, 2002 — GASEX 2002, the 7th Gas Information Exchange Conference and Exhibition. For more info: Mew Yee Yap, Canadian High Commission, Brunei Darussalam, mewyee.yap@dfait-maeci.gc.ca or www.gasex2002.com To register: michael@bruneibay.net

**SYDNEY, AUSTRALIA** — May 28-30, 2002 — CeBIT Australia. For more info: Robert Grison, Canadian Export Development Inc., (613) 825-9916, or cced@sympatico.ca

**MELBOURNE, AUSTRALIA** — June 2-5, 2002 — Designbuild. For more info: designbuild@ausexhibit.com.au or www.designbuildexpo.com.au or Kevin Skaug, Canadian Consulate General, Sydney, kevin.skaug@dfait-maeci.gc.ca

**TORONTO, ONTARIO** — June 8-12, 2002 — BIO 2002. For more info: www.bio2002.org or Yvonne Gruenthaler, DFAIT, yvonne.gruenthaler@dfait-maeci.gc.ca

**BIRMINGHAM, U.K.** — June 9-11, 2002 — The European Ethnic Food Show. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

**HONG KONG** — June 11-14, 2002 — Asian Elenex 2002, the 10th Asian International Electrical, Electronic Engineering, Lighting Technology, Ventilation and Heating, and Refrigeration Show, and Asian Securitex 2002, the 7th Asian International Security, Safety and Fire Protection Show and Conference. For more info: info@unilinkfairs.com or www.unilinkfairs.com or (613) 549-0404 or Eunice Wong, Canadian Consulate General, Hong Kong, eunice.wong@dfait-maeci.gc.ca

**CAIRO, EGYPT** — June 17-19, 2002 — Healthcare Middle East 2002 Exhibition and Conference and Beauty and Fitness 2002 Exhibition. For more info: info@trade-links.org or www.trade-links.org or Magdy Ghazal, Canadian Embassy, Cairo, magdy.ghazal@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:

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