



## New Chief Trade Commissioner named

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*The Department of Foreign Affairs and International Trade (DFAIT) recently named Marie-Lucie Morin as Assistant Deputy Minister for International Business and Chief Trade Commissioner, replacing John Gero.*

Morin brings a wealth of experience to this new assignment, notably her extensive background in international business development, export finance and horizontal partnership building. Morin joined the Department of External Affairs in 1980; since that time, she has held positions of increasing responsibility, including

Director of the Export Finance Division and Director General of the International Business Development, Policy and Planning Bureau—a position she held from 2001 until her recent nomination. Morin has served abroad in San Francisco, Jakarta, London and Moscow, and she was Canada’s Ambassador to the Kingdom of Norway and the Republic of Iceland from 1997 to 2001.

As Chief Trade Commissioner, Morin intends to continue the renewal of the Trade Commissioner Service in order to meet the evolving needs of *continued on page 2—New Chief*

## Indigenous entrepreneurs take centre stage

*In honour of the United Nations “Decade of the World’s Indigenous People,” the first ever **World Summit of Indigenous Entrepreneurs** was held in Toronto in late August 2003. The summit was designed to provide a global forum for indigenous entrepreneurs from around the world as well as other entrepreneurs who wish to do business with indigenous people.*  
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*Brenda Chambers, President of Brenco Media, received the prestigious Global Indigenous Entrepreneur Award at the World Summit of Indigenous Entrepreneurs.*

# Progress made on Smart Border Action Plan

**D**eputy Prime Minister John Manley and U.S. Secretary of Homeland Security Tom Ridge met in Toronto on October 3, 2003, to discuss developments on the implementation of the Smart Border Action Plan. This was the fourth meeting of its kind and highlighted the significant accomplishments made in the modernization of the Canada-U.S. border since the signing of the Smart Border Declaration on December 12, 2001.

Recognizing the importance of the Canada-U.S. bilateral trading relationship, the Declaration and associated

30-point action plan represent the commitment of the two governments to cooperate on enhanced border security while facilitating the legitimate flow of people and goods.

At the conclusion of their meeting in Toronto, Deputy Prime Minister Manley and Secretary Ridge announced a meeting of Canadian and American business representatives which was held on November 13, 2003, as part of ongoing consultations on the implementation of Smart Border initiatives. Members of the Bi-National Consultative Committee, a cross-section of Canadian and American business representatives, discussed issues related to the implementation of customs-led Shared Border Accord initiatives. This follows up on a September 2002 request by Prime Minister Jean Chrétien and President Bush who asked that the process be extended to cover new areas of cooperation, including expanded consultation with business on issues that affect them.

Other highlights of the report issued following the October 3 meeting include:

- the expansion of the FAST program—the expedited movement of low-risk goods—to six new locations by December 2003, with an additional five enrollment centres established to facilitate registration in the program;

- the expansion of the NEXUS program—the expedited movement of people—to nine new locations by December 2003, with the addition of two enrollment centres; and
- the completion of negotiations and agreement in principle on a bilateral agreement on science and technology cooperation for protecting shared critical infrastructure and enhancing border security.

Secretary Ridge and Deputy Prime Minister Manley also announced progress in the discussions on the application of US-VISIT, the U.S. entry/exit program at the Canada-U.S. land border. In particular, Deputy Prime Minister Manley received assurances that Canadian and U.S. citizens would not be subject to this program under current U.S. policy. Both governments are committed to working together to implement US-VISIT and minimize its impact on border flows and the need for exit infrastructure at the Canada-U.S. border.

**For more information** on the Smart Border update and border cooperation between Canada and the U.S., go to [www.dfait-maeci.gc.ca/can-am](http://www.dfait-maeci.gc.ca/can-am). 🌟

## Export USA Calendar

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its clientele. "I have always derived a great deal of satisfaction from the contact the Trade Commissioner Service has with its clients and I intend to continue building upon our exchanges with the private sector and our federal and provincial partners," said Morin. These relationships are crucial as the Trade Commissioner Service further integrates trade, investment and innovation into its day-to-day operations. 🌟

# Outgoing African Development Bank Director shares advice

**R**oger Couture has a message for Canadian businesses: the African Development Bank (AfDB) offers excellent opportunities on a continent in need of Canadian expertise. Couture should know, he's been Canada's Executive Director at the AfDB for the past six years. Having retired from his post in September, Couture spoke to CanadExport about how changing trends and reforms at the bank are making it more attractive for Canadians engaged in a variety of sectors to do business with the AfDB. He also offers some basic dos and don'ts for success.

The AfDB is a regional multilateral bank engaged in promoting the economic development and social progress of its regional member countries. Between 1996 and 1999, the total value of procurement contracts on AfDB-funded projects averaged almost \$1 billion per year.

The Canadian Executive Director represents both Canada's interests at the bank and those of four other countries (China, South Korea, Spain and Kuwait). In terms of procurement-related activities, the role of the Canadian Executive Director's office is to ensure that firms from all five countries are treated fairly by the bank.

## Canada's performance

Over the last decade, Canadian companies have received an average of about 4% of AfDB contracts, with most contracts awarded to firms from Eastern Canada, particularly Quebec. The commonality of the French language is the main reason for this trend, says Couture, as well as the relationship that Quebec firms have developed with the Canadian International Development Agency (CIDA), which

has helped them get their foot in the African door.

Couture points out that the reason Canadian firms are not getting a bigger share of the AfDB pie is that they tend to focus on services, whereas the big-value contracts are in civil works. The best opportunities in this area lie in environment, energy, water and wastewater management, forestry, as well as civil engineering and transportation.

## New trends

In many cases, the bank is looking for co-financing for such projects.

"Companies—I'm speaking of the bigger companies, like **SNC Lavalin**—need to gear themselves to seeing the bank not just as a source of financing but as a potential partner for investment," says Couture, adding that the AfDB can now count on a first-rate risk assessment capability.

Couture is candid in speaking about the AfDB's image problems. "Until about a decade ago, the bank was highly politicized and not very well managed. But major reforms since 1993 have led to substantial improvements in all areas."

To get companies to look past the bank's outdated reputation and capitalize on the very real opportunities, Couture points to changing trends, including more emphasis being placed on "soft" sectors where Canadians have strong expertise like health, education, policy reform and governance, as well as sector-crossing concerns such as poverty reduction, environmental management, gender mainstreaming and population activities.

Another compelling enticement is our success rate; about 40% of Canadian companies that bid on projects win them. "The reputation of Canadian firms at the AfDB is very good, and the bank is very satisfied with the service these companies provide," says Couture.

## The dos and don'ts

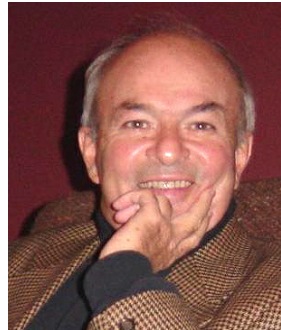
"Companies should remember that it is the individual borrower countries, not the bank, that award the contracts," says Couture. "Therefore, companies must have a sustained presence in the country they're targeting, so they can develop relationships and better adapt to local circumstances."

Finding a good partner is becoming increasingly important for winning contracts. More than 60%

are now awarded to local firms. "Competition is increasing so if you can't beat them, join them. Canadian exporters can consult with DFAIT's trade officers abroad to identify appropriate partners," adds Couture.

**For more information**, contact Marc Parisien, International Financing Division, DFAIT, tel.: **(613) 996-6188**, e-mail: **marc.parisien@dfait-maeci.gc.ca**, Éric Pelletier, Canadian Embassy in Tunisia, tel.: **(011-216) 71-104-134**, e-mail: **eric.pelletier@dfait-maeci.gc.ca**, or François Arsenault, new Canadian Executive Director, AfDB, tel.: **(011-216) 71-10-20-21**, e-mail: **f.arsenault@afdb.org**.

For the unabridged version of this article, go to [www.dfait-maeci.gc.ca/canadexport](http://www.dfait-maeci.gc.ca/canadexport). 🌟



Roger Couture, outgoing Executive Director at the AfDB

## Our New Trade Commissioners Abroad

Introducing the members of the Canadian Trade Commissioner Service who have been recently posted abroad. These trade commissioners, together with over 500 of their colleagues, can facilitate your entry into new foreign markets through six core services available at our 140 offices abroad. Visit [www.infoexport.gc.ca](http://www.infoexport.gc.ca) for a complete list of these offices.

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# Canadian turkey back on the Greek market

**G**reek consumers can find Canadian turkeys in supermarkets this fall for the first time in years. A Manitoba-based poultry processor has shipped Canadian turkey to Greece in time for Christmas sales.

**Northern Goose Processors Ltd.** of Teulon, Manitoba, shipped three containers of its four- to six-kilogram whole, frozen grade "A" turkeys to Greece. Two additional containers are expected later in the year. This is the only shipment of Canadian turkeys to the European Union in 2003.

The total shipment comprises approximately 18,000 turkeys. The poultry will be distributed exclusively by the Veropoulos Brothers supermarket chain in Greece, which will feature the Canadian turkeys in their Christmas marketing campaign. Veropoulos operates 200 stores all over Greece, as well as six stores in the Former Yugoslav

Republic of Macedonia and one in Serbia.

Northern Goose has been exporting poultry to Europe since 1979. It is the only poultry plant in North America with European Union certification for the export of fresh and frozen poultry.

The Commercial Section of the Canadian Embassy in Athens assisted Northern Goose and the local importer, Angus Trading Ltd., over several years on technical issues which helped to open the Greek market for Canadian turkey.

Greece has not imported poultry from Canada since 1996. France and Brazil are the major suppliers of turkeys to Greece, though these countries export a different breed than Northern Goose. Italy is also an important supplier of turkey parts.

Donald Salkeld, President and CEO of Northern Goose, visited Athens following his participation in the

Anuga trade fair in Cologne, Germany, in mid-October. Salkeld said his firm hopes to market turkey parts, including boneless and skinless breasts, drums, wings and thighs in the Greek market, in addition to whole frozen turkeys.

## Strong demand expected

Although the population of Greece is about 11 million, the country plays host to over 14 million visitors each year. Growing demand is expected for premium food products from Canada, especially around the summer Olympic and Paralympic Games taking place in Athens in August and September 2004. There will also be increased opportunities for Canadian suppliers of fish and seafood, wild rice, maple products and other premium food items. In addition, there is potential for high quality Canadian beef for Greece's duty-free and cruise line markets.

**For more information**, contact Marianna Saropoulos, Commercial Officer, Canadian Embassy in Athens, e-mail: [marianna.saropoulos@dfait-maeci.gc.ca](mailto:marianna.saropoulos@dfait-maeci.gc.ca), Web site: [www.athens.gc.ca](http://www.athens.gc.ca) ✻

## Indigenous entrepreneurs

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Some 235 participants from 30 countries shared their experience in themes such as: World Trade and Investment Opportunities for a Sustainable Future; Access to Capital; Joint Venture Opportunities: A New Way Forward; Indigenous Tourism; Women and Entrepreneurship; Protecting and Enhancing Indigenous Knowledge; and Access to Global Markets. A networking event provided an opportunity for indigenous entrepreneurs to discuss their business ventures and seek potential partners.

During a gala ceremony, two prominent Canadian Aboriginal entrepreneurs, John Bernard, President of **Donna**

**Cona Inc.**, and Brenda Chambers, President and Executive Producer of **Brenco Media**, received the prestigious Global Indigenous Entrepreneur Award. Donna Cona ([www.donnacona.com](http://www.donnacona.com)) is Canada's leading Aboriginal information and communications technology company, and Brenco Media ([www.venturingforth.com](http://www.venturingforth.com)) provides communication and television and video production services to private and public sector organizations.

Award winner Brenda Chambers, whose series *Venturing Forth* is a documentary about successful First Nations entrepreneurs, said: "Attending this summit provided me with an incredible

opportunity to meet with other indigenous entrepreneurs from around the world and to build relationships for future business ventures. It was an honour to win this award and for the *Venturing Forth* crew to receive recognition for the hard work they put into the series." Both Chambers and Bernard have also previously been selected as one of Canada's "top 40 under 40."

The next summit will be held in Shanghai, China, in May 2004. **For more information** on events in Toronto and in China, go to <http://wsie.wtuglobal.org>. For more information on Canadian Aboriginal international business development, go to [www.aboriginalplanet.gc.ca](http://www.aboriginalplanet.gc.ca) or contact Rosi Niedermayer, DFAIT, tel.: (613) 944-0634, e-mail: [rosi.niedermayer@dfait-maeci.gc.ca](mailto:rosi.niedermayer@dfait-maeci.gc.ca) ✻

# Canada-Costa Rica trade getting stronger

Canada-Costa Rica commercial relations gained momentum in 2003. In mid-September, two separate delegations of Costa Rican companies came to Toronto and St. Hyacinthe, near Montreal, in an effort to enhance business ties between the two countries.

Costa Rican and Canadian business leaders met during a trade visit to Toronto organized by the Costa Rica-

Canada Chamber of Commerce based in San José, Costa Rica. Mission delegates held individual meetings with potential Canadian customers, clients and investors.

Led by Tomas Dueñas, former trade minister who negotiated the Canada-Costa Rica Free Trade Agreement and current head of Costa Rica's Foreign Investment Board, the team addressed an audience of Canadian participants

at a business breakfast organized by the Canadian Council of the Americas and the Canadian Association of Importers and Exporters. "We were excited to share our optimism about expanding business between Canada and Costa Rica under this new Free Trade Agreement," said Jason Cunliffe, President of the Costa Rica-Canada Chamber of Commerce.

A second trade mission composed of 20 buyers from Costa Rica also took part in the first edition of the **Forum Industriel des Amériques**, held in St. Hyacinthe, Quebec. Costa Rican buyers came to Canada looking for products in the construction, industrial machinery, food (spices and cheeses), furniture, electronic, metals and pharmaceutical industries. These buyers were looking for alternative suppliers to some of the lines they already import from the U.S. Activities included a series of conferences, matchmaking meetings for buyers and exporters, plant visits as well as several networking events to encourage business exchanges.

**For more information**, contact Carlos Rojas-Arbulú, Trade Commissioner, DFAIT, tel.: (613) 996-6129, e-mail: [carlos.rojas-arbulu@dfait-maeci.gc.ca](mailto:carlos.rojas-arbulu@dfait-maeci.gc.ca).



At the Costa Rica-Canada Chamber of Commerce networking event were, among Canadian and Costa Rican business and government representatives: Louise Léger, Canadian Ambassador to Costa Rica, third from right; Tomás Dueñas, President, Costa Rican Investment Board and former Costa Rican Minister of Trade, sixth from right; Michael Welsh, Director General, Latin America and Caribbean Bureau, DFAIT, eighth from right; Jason Cunliffe, President, Costa Rica-Canada Chamber of Commerce, fifth from right; and Bob Armstrong, President, Canadian Council for the Americas, fourth from right.

Digging for opportunity

## Kazakhstan oil and gas show a success

The **Kazakhstan International Oil and Gas Exhibition (KIOGE)** is the major oil and gas show in Central Asia and the Caspian Sea region. This year's event was the most successful in its history with over 350 companies displaying their products and services, some 800 delegates and 15,000 visitors attending.

The Canadian pavilion at KIOGE, held in October 2003, included seven Canadian companies and was

organized by the Canadian Embassy in Almaty, in partnership with Alberta Economic Development.

### Poised for growth

Kazakhstan's gross domestic product has demonstrated an impressive growth over the past several years—reaching 13% in 2001—making it the fastest-growing Community of Independent States economy. The country's oil and gas sector is expanding rapidly, with very large deposits identified onshore



Hector Cowan (left), Canadian Ambassador to Kazakhstan, drew the winning ticket for a Calgary Flames jersey. Ivan Velev of IMV Projects held the draw after collecting business cards at KIOGE.

and in the North Caspian Sea. Over the next 10 years, its oil and gas sector will attract some US\$50 billion

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## Branding Canada in Norway

The Canadian Norwegian Business Association attracted a record-breaking crowd to its latest networking session held in October 2003—an evening designed to promote the branding of Canada in a variety of sectors.

The keynote speaker was Gerhard Heiberg, member of the International Olympic Committee (IOC), Chairman of the IOC Marketing Commission, and past President of the Organizing Committee for the 1994 Winter Games in Lillehammer—one of the most successful Winter Games ever held.

Heiberg stressed that now is the time for Norwegian companies to partner

with Canadian firms if they want to get in on the Vancouver/Whistler 2010 Olympic action. He lamented that the worst mistake in organizing such



Shirley Wolff Serafini, Canada's Ambassador to Norway, and Gerhard Heiberg, Chairman of the IOC Marketing Commission and Member of the IOC, after Heiberg's presentation on the Vancouver/Whistler 2010 Olympics

massive events is procrastination by governments and industry alike.

The evening also saw the official launch of **Destination Canada**, a virtual tourism promotion organization based in Oslo responsible for promoting Canada as a tourist destination throughout the Nordics.

**For more information**, contact Rick Stephenson, Counsellor (Commercial) and Consul, Canadian Embassy in Oslo, tel.: **(011-47) 2299-5330**, fax: **(011-47) 2299-5301**, e-mail: **rick.stephenson@dfait-maeci.gc.ca**. ✨

## Kazakhstan — continued from page 7

and Kazakhstan plans to invest US\$25 billion in exploration and extraction.

**Hanover Maloney, IMV Projects, KUDU Industries, Macleod Dixon, Master Flo Valve, Propak Systems and Protex CIS** were the Canadian participants at KIOGE 2003. The trade section of the Embassy also organized a business seminar on doing business in Kazakhstan, the country's tax system, work permit regulations, requirements for establishing a joint venture or local presence in the country, and customs rules.

Don Krusky of Propak Systems Ltd., who was attending KIOGE for the

first time, remarked that he was very impressed with the level of Western business practices in Kazakhstan and the overall potential in the country and noted that he will watch Kazakhstan's resource development with interest.

The Canadian Embassy in Kazakhstan is preparing for the Canadian pavilion at KIOGE 2005 and invites Canadian companies to take part.

**For more information**, contact Michael J. Reshitnyk, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 996-7701**, fax: **(613) 995-1277**, e-mail: **michael.reshitnyk@dfait-maeci.gc.ca**. ✨

## Construct Canada 2003

**TORONTO** — December 3-5, 2003 —

Some 30 officers from the Canadian Trade Commissioner Service will attend **Construct Canada 2003**.

They will come from different locations around the world to increase awareness among Canadian companies of export opportunities in their respective countries.

Don't miss this opportunity to meet with the trade commissioners at an international networking session, which will be held from 1:30 to 4:30 p.m. on Wednesday, December 3, or visit them at the Team Canada Inc International Business Centre during the show.

**To register** for the networking session, contact Aimee Gillis, tel.: **(416) 952-6327**, e-mail: **gillis.aimee@ic.gc.ca** or go to **www.constructcanada.com**. ✨

## 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: **(613) 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 Web site at **www.dfait-maeci.gc.ca**.

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