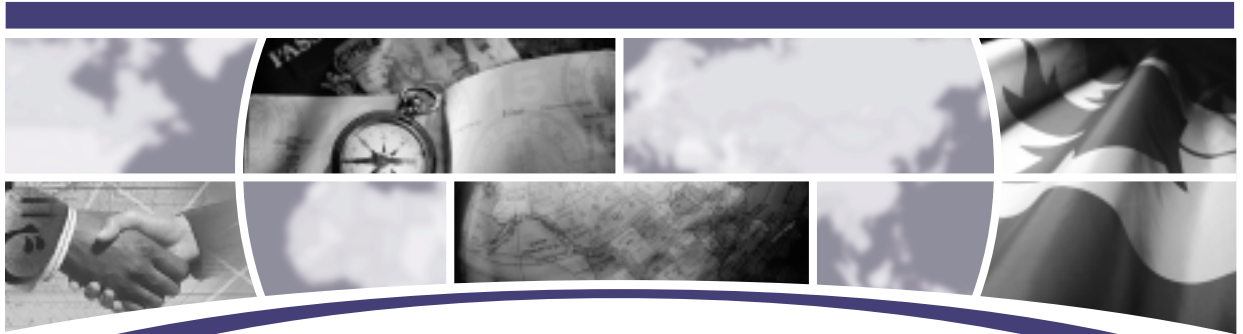




# CanadaExport



## Exporter confidence inches forward, restrained by rising dollar

*Exporter confidence rose slightly during the last six months, but many remain cautious about sales growth this year, according to the latest survey by Export Development Canada (EDC).*

"We've been forecasting that 2004 would be a year of synchronized growth for the global economy," says EDC Vice-President and Chief Economist Stephen Poloz. "Exporter sentiment is more bullish than six months ago because of positive economic news, but the survey also shows Canadians are concerned about the potential implications of a rising dollar on their sales volumes."

EDC's Trade Confidence Index (TCI) is based on a random sample of 1000 Canadian companies, representing a cross-section of industry, regions and size of business. The latest reading is 74.8 out of a possible 100 points, an increase of 1.5 points from the 73.3 registered in the spring of 2003. It is a composite score based on five questions asked twice a year.



While confidence in the domestic and global economies rose, this improvement has not so far translated into expectations of stronger export sales, which remain about the same as six months ago. Overwhelmingly, exporters cited concern over the rising Canadian dollar as one of the primary reasons for their caution.

*continued on page 6 — Rising dollar*

Vol. 22, No. 3  
February 16, 2004

## Saskatoon, Dubai IT companies team up

One of Dubai's most creative Web development firms has found the hosting solution they were looking for in a Saskatoon company. After almost two years of negotiations, FalconSearch.com has agreed to trust their hosting needs to **Amanah Tech Inc.** A formal signing ceremony was held on the sidelines of **GITEX 2003 Dubai**, the largest technology trade show in the Arabian Gulf.

According to Iqbal Butt, FalconSearch.com CEO, "We have chosen Amanah Tech Inc. as a result of an exhaustive search of suitable hosting firms, after having both technical support and customer service issues with our current provider. We are absolutely confident that Amanah will provide the service and support that our clients deserve. Our company finds having customer service and technical support in

*continued on page 4 — IT companies*

Supplement:  
Central Europe  
Reader than Ever  
(see insert)

## North Africa rich in trade and investment opportunities

The rain and cool temperatures did little to dampen the reception that members of a Canadian trade delegation received when their plane touched down in the Maghreb last December. The mission, which saw stopovers in Algeria, Tunisia and Libya, was organized by the Canada Arab Business Council (CABC) in response to requests from some of its members who felt the time was right for such a visit. The CABC has been promoting Canada's commercial interests in the Middle East and North Africa for 20 years.

Canada has seen consistent growth in business opportunities over the last few years in North Africa. Last year, Canada exported about \$560 million to the three countries that were included in the mission.



The Canadian delegation in Tripoli with Jacques Simard, Canadian Ambassador to Libya (standing, first from left).

Hugh O'Donnell, Executive Vice-President, Canadian Commercial Corporation (CCC), Dwain Lingenfelter, CABC Chairman and CEO, and Sandra LeBlanc, CABC Vice-Chair, led the delegation. They were joined by senior executives from some 20 Canadian companies that represented several key sectors, including oil and gas, agriculture and agri-food, information and communication technologies, as well as training and education.

"The Maghreb presents a lot of interesting trade and investment opportunities for Canadian business," said O'Donnell. "There's great respect in the region for what Canadian companies have to offer." The sentiment was echoed by the CABC's Lingenfelter: "There is a desire in the region to do business with Canadians because we are seen to be good at the things that they need. As a result, we came home with many more opportunities for Canadian companies than anticipated."

The opportunities that were identified for Canadian companies were particularly rich as they relate to infrastructure requirements specific

to oil and gas, including pipeline technology and information technology systems, and overall infrastructure improvements in healthcare and transportation.

Both O'Donnell and Lingenfelter credit the advance work that was undertaken by staff at the Department of Foreign Affairs and International Trade and Canadian Manufacturers and Exporters, but especially the local embassies and chambers of commerce, as a major contributing factor to the success of the mission.

The agenda included opportunities for the Canadian delegation to network with local business leaders and government officials, and participate in roundtable discussions and individual appointments with potential business partners. The participants were invited to meetings like the Conference of Arab Investors in Algiers, the Journée de l'Entreprise at Sousse in Tunisia and the Libyan Foreign Investment Board "Marketplace."

With this Maghreb mission a success, the CABC is considering a mission to the Middle East this spring. **For more information**, contact Michel Fairfield, CCC, tel.: **(613) 947-9662**. 🌟

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# Canada hosts two key Turkish business events

*Turkey is a vibrant country strategically located close to Europe, Central Asia and the Middle East, has a dynamic population and many natural and technological resources. Attend the following two events and learn about doing business in this thriving region.*

## Mining networking session

**TORONTO** — March 9, 2004 — The Canadian-Turkish Business Council (CTBC), the Department of Foreign Affairs and International Trade and Export Development Canada invite Canadian exporters to a breakfast networking session on investment and trade opportunities in the mining sector in Turkey at the Fairmont Royal

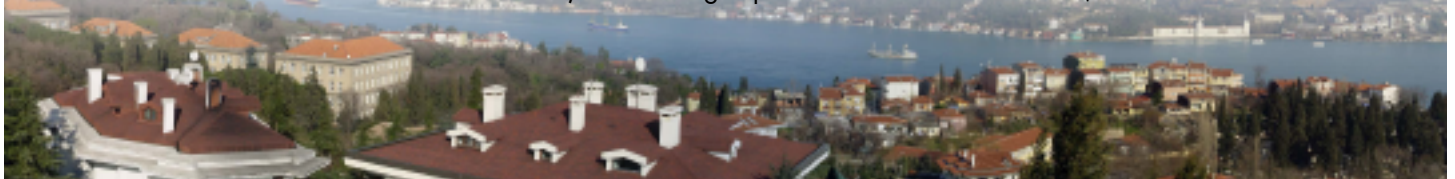
York Hotel. Dr. Guven Onal, Chairman of the Turkish Mining Development Foundation, and representatives of the mining sector in Turkey look forward to meeting with interested Canadian firms. This networking session is taking place concurrently with the Prospector's and Developer's Association of Canada's **Exploration Conference 2004**, held from March 7 to 10, 2004, in Toronto.

## Conference to highlight trade and investment

**TORONTO** — April 8, 2004 — The CTBC and its Turkish partner DEIK (Turkish Foreign Economic Relations Board) are holding a joint annual

conference themed "Invest for Access." By attending this conference, Canadian exporters can explore and learn about how to access new business in this key market. Canada-Turkey trade has nearly tripled in the last decade and could reach the \$1 billion level in a few years. Strong links and partnerships have been established between Turkish companies and Canadian exporters, especially in sectors like energy, mining, aerospace, health, information technology, construction and environment.

**For more information** on both events and to reserve your spot, contact the CTBC, tel.: **(905) 568-8300**, ext. **288**, e-mail: **info@ctbc.ca**, Web site: **www.ctbc.ca**. 🌟



## IT companies — continued from page 1

Arabic, as well as English, extremely helpful; that is, in addition to the incredible care we have received during our trial period." FalconSearch.com is a leading Internet and new media solutions provider specializing in the comprehensive e-integration of business and technology.

This new agreement confirms that Amanah Tech will provide all Web hosting and technical support for FalconSearch.com and, in turn, FalconSearch.com will include the value-added service to its portfolio.

Nezar Freeny, Amanah Tech CEO, said, "We are very proud to include FalconSearch.com in our portfolio of clients. They have lived up to their reputation over the past two years of negotiations of being a progressive, forward-thinking firm. They have taken great care in selecting a hosting firm



*At the signing ceremony, from left: Nezar Freeny, President of Amanah; David Hutton, Canadian Ambassador to the United Arab Emirates, Anne Argyris, Consul and Senior Trade Commissioner, Canadian Consulate in Dubai; and Iqbal Butt, President of FalconSearch.com.*

with which they can grow and expand their business and its services, and we are thrilled to be that partner."

## Consulate lends a hand

The Canadian Consulate in Dubai has played a very positive role in

Amanah's success over the past two years and in the signing of this latest contract. "We have been pleased to provide assistance to Amanah Tech," said Anne Argyris, Consul and Senior Trade Commissioner. "Nezar Freeny, Amanah's president, is an important success story for Canada-Dubai business. He is a young entrepreneur who is very aggressive—not afraid of pursuing opportunities in a market that some Canadian companies might not be aware of. The Consulate provided him with market information and introduced him to contacts in the region. Amanah's success is encouraging and will also lead other Canadian companies to look at opportunities in Dubai."

**For more information**, contact Amanah Tech Inc., tel.: **(306) 933-9825**, ext. **221**, e-mail: **bree@amanah.com**, Web site: **www.amanah.com**. 🌟



## Canada showcases its clinical expertise in the Big Apple

*The Canadian Consulate General in New York, in collaboration with the New York Biotech Association and the Government of Ontario, organized and hosted a half-day seminar on clinical trials in November 2003 at the New York Academy of Sciences in New York City.*

The purpose of the seminar was twofold. The first was to showcase Canadian clinical expertise, discuss the regulatory and research and development (R&D) environments in Canada and promote Canada as a cost-competitive and resource-rich location in which to conduct clinical trials. The second was to educate U.S. biotech companies on the regulatory and clinical considerations to be taken in setting up successful clinical trials in Canada and the U.S., with the ultimate goal of obtaining U.S. Food and Drug Administration (FDA) and Health Canada approval.

The event attracted some 50 attendees, 20 of whom were representatives of biotech companies, and presented a unique opportunity for Canadian and U.S. biotech companies to discuss the challenges related to clinical trials. Also, the fact that both the FDA and Health Canada were on the same panel attracted many attendees.

### Raising Canada's profile

Pamela Wallin, Canada's Consul General in New York, gave opening remarks, focused on the well-established Canada-Tri-State area economic relationship and cited examples of local companies running successful clinical trials in Canada. Wallin also promoted Canada's leadership as an innovative centre of R&D. The seminar was divided into two panels: one on regulatory affairs and the other on how to run successful clinical trials in an evolving regulatory and increasingly international environment.



Invited speakers included both U.S. and Canadian industry experts, including Anne Tomalin, CanReg Inc.; Dr. Patricia Keagan, FDA; Dr. Agnes V. Klein, Health Canada; Darshan Wariabharaj, OSI Pharmaceuticals; Dr. Christian Marsolais, Pfizer Canada; Dr. Jonathan Willmer, Prime Trials Inc.; Richard Côté, Cirion BioPharma Research Inc.; Dr. Nigel Brown, MDS Pharma Services; Dr. Herbert Henney, Pharmos Corp.; Dr. Mitch Katz, Acorda Therapeutics; Dr. Malcolm Moore, University Health Network; Wendy Porter, Endpoint Research;

Blaine Templeman, Mintz Levin Cohn Ferris Glovsky and Popeo; and Dr. Marc Berthelet, Canada Customs and Revenue Agency.

The seminar also provided an excellent opportunity to showcase Canada's expertise in the clinical trial field. A presentation on the Canadian R&D tax credit program, a discussion of the regulatory similarities between the two countries, and the ability to obtain FDA approval on trials conducted in Canada all served to encourage participants to consider Canada as a viable location in which to set up and run clinical trials.

Overall, the seminar provided valuable information to participating biotech companies, whether they were in an early stage or running more advanced trials. It also proved to be a great opportunity for the Government of Canada and some Canadian biotech companies to establish new contacts and gain visibility within the life science community in New York.

**For more information** on opportunities in the biotech sector in the Tri-State area, contact Tab Borden, Consul and Trade Commissioner (Princeton Office), tel.: **(609) 333-9940**, e-mail: **commerce@canapple.com** or **www.newyork.gc.ca** ✨

### Notice to exporters:

## New reporting requirements

The Export Process Division of the **Canada Border Services Agency** is currently revising the Reporting of Exported Goods Regulations and the related Customs D memorandum (D20-1-1). It is anticipated that the new regulations will become law in spring 2004. The new reporting requirements will impact the responsibilities of exporters, carriers and service providers.

**For more information** on these new regulations and how these apply to your business, go to **www.ccradrc.gc.ca/customs/business/exporting/menu-e.html**, or contact any Regional Client Services Office at **1 800 461-9999**. ✨

## Rising dollar — *continued from page 1*

Indeed, 90% of exporting companies view the value of the dollar as pivotal to their success in foreign markets. Forty-three percent believe the dollar will remain at current levels (US\$.75-.76 when the survey was taken), while 37% think that it will increase in the next six months. Only 20% of businesses now expect the dollar to decline, which is less than the 30% reading in the spring.

Companies in nearly all industry sectors expressed greater trade confidence, with base and semi-manufactured goods, information technology and transportation posting the most impressive gains, while the ban on Canadian beef and sluggish demand for consumer goods kept the confidence levels of companies in the agri-food and consumer goods sectors unchanged.

Confidence levels in Western Canada rose to 77 from 74 TCI points as exporters anticipate continued export growth in oil and gas, industrial equipment and agri-food. Similarly, increasing U.S. demand for resource-based exports from the Atlantic region caused confidence levels to rise to 76

from 73 across the region. In Ontario and Quebec, where the rising dollar is felt more acutely because of the size of the manufacturing sector, trade confidence remained unchanged during the last six months.

The survey also found that Canadian businesses have become even more bullish in their hiring intentions with 34% planning to add staff in the next six months, compared with 30% last spring. The majority (59%) see their hiring intentions remaining the same and only 6% said they intended to decrease staff.

The U.S. (80%) continues to be identified as the export market of choice by Canadian exporters, followed more distantly by the European Union (19%), Asia (17%) and Central and South America (11%). In the last 18 months, there has been a considerable upgrade in the importance of the Asian market for Canadian exporters.

EDC Economics expects the global economy to expand by 4% in 2004 compared with 3.3% in 2003. Growth is expected to be balanced around the world: 4.5% in the U.S., 3.6% in

Canada, 6% in Asia, 4.5% in Central and Eastern Europe and Russia, 2% in Western Europe and 1.2% in Japan.

Opinion Search Inc. conducted the survey in November. A total of 1,000 respondents participated. The TCI was calculated based on a total of 688 responses out of the total surveyed (those who responded to all five elements of the TCI: six-month projections on global and domestic economic conditions, trade opportunities, domestic and foreign sales). The survey results are considered accurate to +/-3%, 19 times out of 20.

The full report can be accessed through EDC's Web site at [www.edc.ca/docs/ereports/tradeConfidence/index\\_e.htm](http://www.edc.ca/docs/ereports/tradeConfidence/index_e.htm).

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates as a commercial financial institution.

**For more information**, contact Daniela Pizzuto, EDC Public Affairs, tel.: (613) 598-6829, e-mail: [dpizzuto@edc.ca](mailto:dpizzuto@edc.ca). ✨

## Minnesota to host international medical conference

**MINNEAPOLIS, MINNESOTA** — June 23-25, 2004 — The first annual **Medical Alley MedEdge International Conference** will bring together more than 1,000 industry professionals working at the frontiers of medical science. Canada will be a Silver Level sponsor of MedEdge and the Canadian Consulate General in Minneapolis has reserved a block of booths for a Canadian pavilion.

This conference will be held under the auspices of Medical Alley, an organization that promotes dialogue and synergy among all the diverse segments of the health care industry, in a region that has led the world in the development of medical knowledge.

**For more information**, go to [www.mededgeinternational.com](http://www.mededgeinternational.com), or contact Dana S. Boyle, Business Development Officer, Canadian Consulate General in Minneapolis, e-mail: [dana.boyle@dfait-maeci.gc.ca](mailto:dana.boyle@dfait-maeci.gc.ca). ✨

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## CeBIT 2004

# Technology Partnering Forum

**HANNOVER, GERMANY** — March 18, 2004 — Information and communications technology (ICT) researchers are invited to participate in a **Technology Partnering Forum** at **CeBIT 2004**, the world's leading event for information technology, telecommunications, software and services.

Organized by the Science and Technology Division of the Department of Foreign Affairs and International Trade, the Canadian and European Partners of **Information Society Technologies - Europe Canada** (IST-EC) and the Canadian Embassy in Berlin, the forum will provide selected Canadian ICT researchers with an

opportunity to address and meet with their counterparts, as well as business and financial leaders from Europe and around the world.

The forum will take place in Future Parc 2004, CeBIT's science and technology special exhibit where major national and international research organizations and companies will meet to present results of their R&D, and demonstrate their capabilities.

IST-EC is a two-year joint project established to foster collaboration between European and Canadian researchers in the ICT sector. IST-EC's methodology includes the organization of partnering sessions at major international conferences such as CeBIT,

where participants present their project ideas, meet with potential partners and initiate joint R&D projects. For more information, go to **www.ist-ec.org**.

**For more information** on CeBIT, contact Jim Burt, Science and Technology Division, DFAIT, tel.: **(613) 996-4292**, e-mail: **jim.burt@dfait-maeci.gc.ca**, Web site: **www.cebit.de** ✨

## Thousands flock to French livestock show

**RENNES, FRANCE** — September 14-17, 2004 — **SPACE 2004** is France's largest livestock show and is appropriately situated in the heart of Brittany, which produces over half of France's supply of pigs, chickens bred for meat and egg-producing chickens, and about 40% of the country's dairy livestock. In 2003, this show attracted 114,256 visitors, 8,390 of whom were from outside France. Of the 1,378 exhibitors, 394 were international.

Some Canadian exhibitors at SPACE 2003 included Semex France, a subsidiary of Guelph-based **Semex Canada**, which develops genetic technologies, products and services for livestock producers; **Eurobiosor**, a

Quebec-based company and subsidiary of the Centre de recherche industrielle du Québec (CRIQ), which produces a farm effluent treatment system; and Montreal-based **Lallemend Animal Nutrition**, which develops yeast and bacteria for agricultural applications.

Attending SPACE 2004 could prove to be very profitable for Canadian companies looking to sell livestock products in France or other parts of Europe. **For more information**, contact Yannick Dheilily, Commercial Officer, tel.: **(011-33) 1-44-43-23-61**, fax: **(011-33) 1-44-43-29-98**, e-mail: **yannick.dheilily@dfait-maeci.gc.ca**, Web site: **www.space.fr** ✨

## UAE to host IT show this fall

**DUBAI, UNITED ARAB EMIRATES** — October 3-7, 2004 — **GITEX Dubai** is the largest technology trade show in the region. In 2003, 774 exhibitors and more than 82,000 visitors from around the world took part. Attend GITEX and capitalize on outstanding networking opportunities, display your latest technologies and launch new products and services targeting the Arabian market. **For more information**, contact the Canadian Consulate in Dubai, tel.: **(011-971) 4-314-5555**, fax: **(011-971) 4-314-5556**, e-mail: **dubai-td@dfait-maeci.gc.ca** ✨

## Project Qatar 2004

**DOHA, QATAR** — September 19-23, 2004 — **Project Qatar 2004** is the first international trade exhibition for building, construction and environmental technology and materials and will attract international and Arab manufacturers and suppliers.

### Opportunities

High demand for construction technology, power, building materials and equipment makes Qatar an ideal market for new suppliers and products. Qatar's rapid regional and global economic and commercial expansion is making it one of the most vibrant countries in the region. Although much of Qatar's business activity is focused on its oil- and gas-related industries, there are other types of industry in the country, mostly carried out by the private sector.

Major areas covered are the production of materials for the construction industry and the building of new hotels and touristic venues. Revenue from oil concessions is also being used for developments such as roads, housing, landscaping and environmental projects, power plants, hospitals, schools and parks.

**For more information**, contact George Sanderson, Commercial Counsellor, Canadian Embassy in Kuwait, e-mail: **george.sanderson@dfait-maeci.gc.ca**, or Bechara Nacouzi, tel.: **(514) 685-3530**, fax: **(514) 685-6873**, e-mail: **bnacouzi@videotron.ca** ✨

**AGRICULTURE**

**FLORIANÓPOLIS, BRAZIL** — May 26-28, 2004 — **AveSui 2004** is the Latin American trade fair for the poultry and swine industry. **For more information**, contact Marcio Francesquine, Business Development Officer, Canadian Consulate General in Sao Paulo, e-mail: [infocentre-spalo@dfait-maeci.gc.ca](mailto:infocentre-spalo@dfait-maeci.gc.ca), Web site: [www.avesui.com.br](http://www.avesui.com.br).

**AEROSPACE AND DEFENCE**

**ISTANBUL, TURKEY** — June 3-6, 2004 — **AIREX 2004** is the 5th international civil aviation and airport exhibition. **For more information**, contact Can Ozguc, Senior Commercial Officer, Canadian Embassy in Turkey, e-mail: [can.ozguc@dfait-maeci.gc.ca](mailto:can.ozguc@dfait-maeci.gc.ca), Web site: [www.mintnet.com](http://www.mintnet.com).

**ICT**

**NEW YORK, NEW YORK** — May 25-27, 2004 — **CeBIT America 2004** is the premier information and communications technology event in the U.S. **For more information**, contact Co-Mar Management Services, tel.: (416) 690-0331, toll-free: 1 800 727-4183, fax: (416) 690-1244, e-mail: [info@hfcanada.com](mailto:info@hfcanada.com), Web site: [www.hfcanada.com](http://www.hfcanada.com).

**TEL AVIV, ISRAEL** — June 15-17, 2004 — **COMPUTAX 2004** is Israel's 24th international exhibition on computer systems, hardware and software. **For more information**, contact Jessica Nachlas, Canadian Embassy in Israel, e-mail: [taviv-td@dfait-maeci.gc.ca](mailto:taviv-td@dfait-maeci.gc.ca), Web site: [www.stier.co.il/SG\\_ENG/computax/main\\_com.htm](http://www.stier.co.il/SG_ENG/computax/main_com.htm).

**CONSUMER PRODUCTS**

**AMSTERDAM, NETHERLANDS** — May 25-26, 2004 — The Private Label Manufacturers Association's international trade show **World of Private Label** brings retailers and manufacturers together to find new products and make new contacts. **For more information**, contact the Trade Section of the Canadian Embassy in the Netherlands, e-mail: [hague-td@dfait-maeci.gc.ca](mailto:hague-td@dfait-maeci.gc.ca), Web site: [www.plmainternational.com](http://www.plmainternational.com).

**BOLOGNA, ITALY** — June 8-11, 2004 — **PACK-MAT 2004**, an international packing and packaging trade fair, will be held concurrently with **Pharmintech** and **Safe Food**, both processing and packaging fairs for the pharmaceutical and food industry. **For more information**, contact fair organizer Ipack-lma Srl, tel.: (011-02) 31-91-091, e-mail: [pack-mat@ipackima.it](mailto:pack-mat@ipackima.it), Web site: [www.pack-mat.it](http://www.pack-mat.it).

**ENVIRONMENT**

**VANCOUVER** — March 31-April 2, 2004 — **Globe 2004** is the 8th biennial trade fair and conference on business and the environment. This year's themes include Energy and Climate Change, Corporate Sustainability and Building Better Cities. **For more information**, contact the Globe Foundation, tel.: 1 800 274-6097, e-mail: [info@globe2004.com](mailto:info@globe2004.com), Web site: [www.globe2004.com](http://www.globe2004.com).

**METALS & MINERALS**

**SANTIAGO, CHILE** — April 20-24, 2004 — **EXPOMIN 2004** is Latin America's largest mining exhibition. **For more information**, contact Gonzalo Muñoz, Trade Commissioner, Canadian Embassy in Chile, e-mail: [santiago.commerce@dfait-maeci.gc.ca](mailto:santiago.commerce@dfait-maeci.gc.ca), Web site: [www.expomin.cl](http://www.expomin.cl).

**OIL & GAS**

**CALGARY** — June 8-10, 2004 — **Global Petroleum Show 2004** is a showcase for world-class technology in the fields of exploration, production and transportation of oil and natural gas. In 2004, the show will be held in conjunction with the Petroleum Society's 55th annual International Petroleum Conference. **For more information**, go to [www.petroleumshow.com](http://www.petroleumshow.com).

**POWER EQUIPMENT & SERVICES**

**KUALA LUMPUR, MALAYSIA** — June 15-18, 2004 — **Tenaga 2004 Expo & Forum** is Malaysia's number one power generation, transmission, distribution, supply and engineering exhibition and conference. **For more information**, contact Douglas Holland, Trade Commissioner, Canadian High Commission in Malaysia, e-mail: [douglas.holland@dfait-maeci.gc.ca](mailto:douglas.holland@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: (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](http://www.dfait-maeci.gc.ca).

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