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Vol. 19, No. 8 –
May 1, 2001

Financial Assistance to
Companies and Associations



See insert.

Canada

A vital forum

The Mexico-Canada Chamber of Commerce

Bilateral trade between Canada and Mexico has nearly tripled since NAFTA came into force, increasing from \$6.7 billion in 1994 to \$18.0 billion in 2000. Right now, the value of our exports to Mexico (\$5.9 billion) is only half that of our imports from that country (\$12.1 billion). But Canadian exports (up 36% from 1999 to 2000) are increasing more quickly than imports (up 27%).



With a population of 100 million, Mexico is Canada's most important trading partner in Latin America and a gateway to other markets in this vast region. Since the North American

Free Trade Agreement came into effect, Mexico has moved ahead of Italy, Hong Kong, Taiwan and the Netherlands as an export market for Canada.

Canadian investments in Mexico have nearly tripled, rising from C\$1 billion in 1994 to \$2.8 billion in 1999. During that time, Canada went from ninth to fourth place as an investor in Mexico.

The Chamber: value added

Over and above NAFTA, which certainly generates major benefits for industry in the signatory countries, the Mexico-Canada Chamber of Commerce

Continued on page 8 – The Mexico

Market access report outlines Canada's international trade priorities

On April 11, 2001, Minister Pettigrew released the government's annual report on Canada's priorities for improving access to foreign markets.

Opening Doors to the World: Canada's International Market Access Priorities – 2001 describes Canada's market access objectives for goods, services and investment in key markets, including the United States.

Opening Doors to the World also includes Canada's important market access successes which will benefit Canadian exporters and investors. These successes include the opening of the Mexican market for fixed and mobile satellite services to Canadian firms; the agreement by the European Union to provide access for Canadian icewine; and the

Continued on page 13 – Market

International Business Opportunities Centre

The International Business Opportunities Centre (IBOC) provides a matching service — connecting foreign buyers with Canadian companies. The Centre provides timely, relevant and targeted business leads from the desks of foreign buyers to the doorsteps of Canadian companies.

The following lists some of the Centre's current trade opportunities — for a wider selection, visit the Web site at www.iboc.gc.ca/webleads/webleads.asp

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown Corporation is located at 50 O'Connor Street, Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

SINGAPORE — Supply of Desalinated Water — The Public Utilities Board (PUB) intends to pre-qualify bidders from the private sector for the supply of 30 million imperial gallons per day (MIGD) (136,000 cubic metres per day)

of desalinated water on a Build-Own-Operate (BOO) basis. Interested developers may choose from a range of desalination processes, in particular multi-effect distillation (MED), multi-stage flash distillation (MSF) and reverse osmosis (RO). To qualify, sufficient operation experience must be demonstrated, as well as relevant experience in the implementation of privately financed BOO or BOOT projects in the water or power sectors. Applicants should also demonstrate capabilities in engineering, procurement, and construction, and in the operation and maintenance of desalination plants and power plants (if applicable). Cost of the qualification document (non-refundable): S\$206.00. Closing date: **June 1, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. **010327-01114**. For details: www.iboc.gc.ca/webleads.asp?id=2095en (Notice received from the Canadian High Commission in Singapore.)

THAILAND — Cable Accessories (69 kV and 115 kV) — The Metropolitan Electricity Authority is seeking public tenders (No. WB4-9301-CBX) for 69 kV and 115 kV cable accessories. Cost of bid documents: US\$35.00. Closing date: **May 30, 2001**. Contact

IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. **010321-01048**. (Notice received from the Canadian Embassy in Bangkok.)

SINGAPORE — Automated Ultrasonic Examination Facility — An invitation to bid has been issued to all potential suppliers/manufacturers who wish to design, supply, install, test and commission an automated ultrasonic examination facility at SMRT Bishan Depot. Cost of bid documents: S\$25.75. Closing date: **June 12, 2001**. Contact IBOC, fax: (613) 996-2635, e-mail: eleads@dfait-maeci.gc.ca quoting case no. **010326-01095**. (Notice received from the Canadian High Commission in Singapore.)

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



International Business Opportunities Centre

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

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

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CanadExport

Harnessing the power of the sun, a dream dating back to antiquity, is now a reality so commonplace people tend to be blasé about it — even though the solar industry is still in its infancy, and specialists say we have not yet begun to tap its full potential.

to rural homes in Western China through the use of ATS's photovoltaic technology. The pilot project, being undertaken with government and private industry partners, expands on the success of an ongoing project on photovoltaic renewable energy that was started over a year ago.

15 million families (70 million people) in rural areas without any access to electricity," notes Dr. Qu. In addition, there are many islands off the coast of China where the sole power source is often a diesel generator, which is noisy, polluting, expensive and unreliable since fuel has to be boated in from the mainland. ATS's photovoltaic solar panels provide a clean, renewable, low maintenance source of energy.

It is estimated that between the years 2000 and 2010, solar home systems for remote areas in China will present a \$1.4-billion market.

Team Canada adds credibility

Although ATS already had contacts in China and a project under way, being part of the Team Canada mission enabled the company to raise the project's profile, which, says Qu, "is very important when doing business in other parts of the world.

"When you go to another country on your own, your potential customers don't fully understand your status as a company, and that the Canadian government is supporting your efforts," he says. "As a Team Canada participant your credibility is immediately established, which lets you get right down to doing business."

And this is exactly what ATS is doing, adds Shawn Qu, who recently returned from a week-long visit to Beijing to make sure that the project start-up is running smoothly.

For more information on Automation Tooling Systems Inc., contact Dr. Shawn Xiaohua Qu, Director, Photovoltaic Product Planning and Business Development, tel.: (519) 650-2332, fax: (519) 650-8062, e-mail: squ@atsautomation.com Web site: www.atsautomation.com ✻

Canadian company set to energize rural China
Major solar project

As China modernizes, and concern for environmental issues increases, the acquisition of the best and most advanced energy technologies becomes more important than ever before.

ATS, a solar pioneer

Enter a solar pioneer: Canada's **Automation Tooling Systems Inc.** (ATS). The Cambridge, Ontario company, with 3,200 employees at 25 facilities in three continents, is a leader in the design and production of turnkey automated manufacturing and test systems, used primarily by multinational companies to reduce costs and raise quality in a variety of industries, including automotive, information technology, consumer products and health care.

But ATS is also an acknowledged pioneer in the field of solar energy. Through its wholly owned subsidiaries, it is a world leader in multi-crystalline solar cells and modules, with a 7% share of the world market, making it the fourth-largest solar cell manufacturer in the world. It is the only Canadian company to own a world-class solar module producer and proprietary photovoltaic technologies.

An exciting pilot project

During the recent Team Canada trade mission to Beijing, Shanghai and Hong Kong, ATS announced the start of an exciting pilot project that will provide solar electricity

The project is the culmination of efforts by ATS, the Canadian Government's Technology Early Action Measures Program, and Chinese partners Xining New Energy Development Company and China Renewable Energy Industry Association. The total value of the project is approximately \$2.9 million.



Tibet monks purchasing ATS/Photowatt panels and equipment for their community.

The solar project is one of the largest of its kind in China. "When completed," says Shawn Xiaohua Qu, ATS's Director, Photovoltaic Product Planning and Business Development, "this project may provide electricity to 15,000 or more rural family homes in the western provinces of China."

Photovoltaic technology is particularly useful in remote areas of developing countries, where the population is often scattered across large geographic areas and where electricity grids are virtually non-existent. "China, for instance, still has nearly 25% of its villages and

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ISRAEL —

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This is an overview of one study. For the full version of this and 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.

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The Biomedical Market

The Israeli biotechnology market is a small, yet emerging market that holds significant opportunities for Canadian companies. Analysts predict that by 2003, the number of biotech companies in Israel will jump from 135 to as many as 250, with sales totaling \$2.6 billion.

Market Snapshot

Israel is a modern and diverse country of over six million people with the third-highest GDP per capita in the developing world. It also has one of the world's most skilled and educated work forces, with more doctors, scientists and engineers per capita than any other nation. The reputation of Israel's work force, lower clinical trial costs, and a history of bringing new products

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- Troubleshooting

See insert for your Bio-Industries Market contacts in Africa and the Middle East.



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in 25 sectors available at:

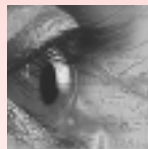
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to an advanced stage of development faster than anywhere else in the world makes Israel an attractive place to conduct clinical research and establish research partnerships.

The Israeli government strongly supports the biotechnology industry with programs to match research funding, establish technology incubators, and encourage international cooperation. In the past few years, research emphasis has shifted from the development of diagnostics and agricultural products to new pharmaceuticals and biopharmaceuticals. Currently, pharmaceutical and diagnostics firms represent 72% of the industry.

Market Potential

The Israeli biotechnology industry has yet to achieve the level of maturity and development of its competitors, particularly when compared to the United States, Canada, Germany and the United Kingdom.



However, the potential for progress is significant because of strong government support and the emergence of several large- and medium-sized firms with sufficient infrastructures to develop and test drugs.

Characterized by a high level of competition, Israel is expected to become a centre

for the development of biopharmaceuticals and generic medications. Currently, Israeli biotechnology firms tend to sell their early stage technology to international investors or multinational concerns, rather than take the risk to develop the product further. Combining Canadian and Israeli talents could see additional development in both countries in this sector. Best prospects for growth in the industry are in bio-electronics, pharmacogenomics, proteomics, bio-informatics and structure-based drug design.

Opportunities

Opportunities for Canadian companies in this market include research partnership and technology transfer agreements.

There are also opportunities to work cooperatively with Israeli companies to conduct clinical trials.

Canadian companies interested in fostering research and development relationships with Israeli companies are encouraged to consult the Israeli Industry Centre for Research and Development

(known as the MATIMOP Program). This is a public nonprofit organization that promotes joint industrial development of advanced technologies. The MATIMOP Web site at www2.matimop.org.il contains a database outlining cooperative program opportunities that span a range of advanced technologies.

See Potential?

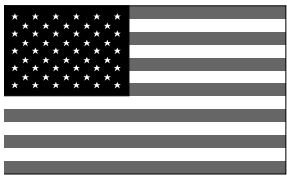
To learn more about these market opportunities, the competitive environment, and market entry strategies, read the full report, *The Biomedical Market in Israel*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at www.infoexport.gc.ca

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The Biomedical Market

Access our market studies



The U.S. Connection

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Canadian artists get a better picture of the U.S. market

With two new market reports in the works and several major U.S. giftware events on the horizon, Canadians in the arts and crafts sector can look forward to some good advice and plenty of exposure in the U.S. market for fine arts and giftware.

New market studies

The Department of Foreign Affairs and International Trade (DFAIT) is producing a market study for the United States, focusing on the needs and opportunities that are unique to the makers of one-of-a-kind fine crafts. The study, due this coming fall, will list key American galleries, including overviews and contact information for each, as well as information on other marketing channels such as interior designers, art consultants and media-specific publications and events. It will also offer tips to help artists brush-up on the best ways to penetrate the U.S. market. Look for an announcement in an upcoming issue of *CanadExport*.

Artists, craftspeople and wholesalers of authentic Aboriginal arts and crafts will soon be able to read all about the market opportunities that exist along the Pacific Northwest coast — from Alaska to Seattle. *The Alaska/Pacific Northwest Coast Market Study for Aboriginal Arts and Crafts*, a joint project between Aboriginal Business Canada, the Canadian Consulate

General in Seattle, and a number of other divisions within DFAIT, will serve as a supplement to the *U.S. Market Report — A Guide for Canadian Exporters of Aboriginal Arts and Crafts* this coming summer.

Bearing gifts to Atlanta

Canadian giftware manufacturers and production craftspeople looking for sales agents and representation in the southeastern United States

For these articles and more, see the Spring 2001 edition of NEW DIRECTIONS, a complimentary quarterly newsletter published by DFAIT (copies available from the Enquiries Service — see p. 16) on behalf of the Canadian Giftware and Craft Industry. Its Editor-in-Chief is Dana Boyle, Business Development Officer, Canadian Consulate General in Minneapolis.

should plan to spend September 14 to 16, 2001 in Atlanta. The Canadian Consulate General in Atlanta will be hosting its second annual Giftware Rep Locator program, to be held during the **Atlanta Fall Gift & Accessories Market** and **Atlanta Gourmet Show**.

Breaking into this market, which includes North Carolina, South Carolina, Georgia, Alabama, Mississippi, Tennessee, Florida, the U.S. Virgin Islands and Puerto Rico, can be overwhelming but this event can help

companies line up key contacts that might otherwise have been inaccessible and lay the groundwork for a successful rep-finding trip. Last fall's mission, organized by the Consulate, was so successful that ten out of eleven participating companies found reps on the spot. Most of those relationships are still working well, and to prove it six of the Canadian companies were back in Atlanta to exhibit with their new reps in the huge January show.

For those not familiar with this major national show, the Atlanta Gift Mart name was replaced two years ago by AmericasMart (www.americasmart.com), which encompasses the Gift Mart, Merchandise Mart and Apparel Mart buildings and is operated by AMC Inc. It is the world's largest gift and home furnishings wholesale marketplace, covering 4.2 million square feet. The shows are held each January, March, July and September, with the major shows taking place in January and July. Buyers here have quick and easy access to more products, from more suppliers, than anywhere else in the world.

For further information, contact Sylvie Racine, Canadian Consulate General, Atlanta, tel.: (404) 532-2015, e-mail: sylvie.racine@dfait-maeci.gc.ca before **July 14, 2001**.

EXTUS mission

This is an educational mission geared to Canadian giftware manufacturers and production craftspeople interested in exporting to the U.S. Companies will have a chance to visit the **Western New York Gift Show** in Rochester

Continued on page 8 — Canadian artists

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

When the flurry of purchase orders began coming in from Club Monaco U.S.A., 49th Apparel Inc. had no doubts about its ability to meet the increased demand. But finding the capital to purchase the raw materials was another matter. Encouraged by its bank, the

Sales south of 49th parallel

All sewn up for 49th Apparel

leather garment maker looked to the Canadian Commercial Corporation (CCC). With the Progress Payment Program (PPP) in place to take care of its temporary financing needs, the Winnipeg manufacturer's beautiful leather garments were soon making their way across the 49th parallel.

Located on the outskirts of the Winnipeg Garment District, 49th Apparel was established in 1995 but has a history dating back to 1952, when the father of the current president founded Winnipeg Leather Goods Manufacturing Ltd.

The family-run business, with 20 employees, manufactures and imports all types of men's and ladies' high-end

leather apparel, which it sells to major and independent retailers and corporate customers in Canada and the United States. The company has been dealing with Club Monaco Corporation for many years, supplying the trendy clothing retailer with "private-label" products made to its exact specifications.

Orders on the rise

49th Apparel president Mark Yukelis explains the sudden influx of orders. "The fashion business is cyclical. At the moment we're on an upswing on the leather cycle. Club Monaco is very aware of the trend and wants to offer its customers better leathers. So its order with us grew significantly."

As far as revenue generation is concerned, Yukelis explains, his business is cyclical too. "Our sales are predominantly generated in the fall and winter months. Sales between August and December account for 75% of our revenues."

With Club Monaco's increased orders arriving in spring 2000, and 49th Apparel's existing operating line with the Royal Bank not able to meet the cash requirements, the two cycles collided to create a temporary cash-flow problem.

PPP mends gap

"When Club Monaco came along with all these orders, it became apparent that we were in no way going to be able to manage unless we got some extra financing," explains Yukelis, whose Account Manager of Business Banking, Robert Dryden, recommended that he approach CCC.

"It was a great case for Dryden to bring to us," says CCC's PPP Program Manager Sue Elgar. "He was taking

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, e-mail: info@ccc.ca Web site: www.ccc.ca

care of his client by referring them to the PPP."

In July 2000, Elgar set up a revolving PPP valued at \$350,000, which allowed 49th Apparel to finance 90% of Club Monaco's purchase orders. "CCC put all this in place effortlessly and painlessly," says a pleased Yukelis. "And Sue Elgar was more than wonderful; I'm a fan."

Improved business position

The benefits to the company, which had the PPP line of credit paid down within five months, extend beyond its ability to fulfil one set of purchase orders. "The assistance we received from the PPP has significantly improved our business position," explains Yukelis, whose company had less than stellar sales in the years ending April 1999 and April 2000. "This year, thanks to CCC, we're making much more of a comeback. We've almost doubled our business in two years."

It's clear that when it comes to sewing fine leather clothing, 49th Apparel has the expertise. Thanks to CCC, the company now also has its financial needs all sewn up.

Continued on page 10 - 49th Apparel

DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

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

Log onto opportunities via the General Services Administration (www.gsa.gov), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site (www.eps.gov).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation (www.ccc.ca) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

— *Continued from page 1*

enables companies in Canada and Mexico to meet, get to know one another, and conduct trade or investment business.

forum for its members, offering a whole range of opportunities for sustainable business development (trade, partnerships, investment) between Mexico and Canada."

The Mexico-Canada Chamber of Commerce

The Chamber has been serving members since 1996, and has close to 100 corporate and individual members who regularly take part in activities and also have access to valuable tools and information (e-mail and special CDs) on opportunities in both countries.

"The Chamber," explains its president, Jean-Paul David, "is an essential

Activities

In the past few years, Chamber members have taken part in several major events: the Coparmex mission, in cooperation with the Association des manufacturiers et exportateurs du Québec, or AMEQ; the address given by Governor Miguel Alemán of the state of Veracruz; the Jaltrade mission of Mexican companies from the state of Jalisco; the Chamber's comidas or networking dinners, open exclusively to members; and more. Chamber members are also kept abreast of the latest economic and trade developments in Mexico.

In tangible terms, membership in the Chamber includes:

- official participation in the Mexico-Canada business community;
- activities (conferences, cocktail parties, missions, partnerships);
- networking with other Chamber members at the Chamber comidas and similar events;
- access to valuable information (advice at meetings) and useful tools (such as the Arthur Andersen CD on doing business in Mexico) on investment and trade between Mexico and Canada.

The Chamber is also a member of Coparmex Nacional, a Mexican association of more than 30,000 firms in

Mexico that offers Chamber members numerous opportunities to develop promising business trends.

A heavy agenda for 2001

The Chamber agenda for 2001 is quite full as a result of all that has occurred recently: a change of government in Mexico, the coming into force of a free trade agreement between Mexico and the European Union, the Quebec Summit of the Americas last month, etc.

"For example," says Jean-Paul David, "a major event is scheduled for the fall, called Tex-Mex 2001. It will focus on high tech (information technology as well as biotechnology) and its aim will be to promote alliances and investment."

Jean-Paul David points out that, as a trading partner, Mexico represents an ideal avenue for Canadian businesses to diversify abroad. "In this regard, the Mexico-Canada Chamber of Commerce is an excellent focal point for its members in terms of bringing multilateral trade or investment projects to fruition."

For further information, firms or individuals wishing to join the Mexico-Canada Chamber of Commerce to broaden their network of contacts and take part in our activities are invited to contact President Jean-Paul David, tel.: 1-877-489-9068, fax: (514) 525- 5287, e-mail: jpdavid@mercadex.ca (Web site currently under construction). 🍁



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Canadian artists

— *Continued from page 6*

New York — a regional trade show for the up-state New York territory — and meet with officials from U.S. Customs as well as local sales reps. Learning about the market can help companies prepare for a successful debut.

For further information, contact Katrin Spence, Canadian Consulate General, Buffalo, tel.: (716) 858-9557 ext 3357, e-mail: katrin.spence@dfait-maeci.gc.ca 🍁

In Germany's advanced manufacturing sector, the search is on for new materials to give German industrial products a competitive edge, with the result that research and development (R&D) funding by German governments and industry is on the rise. Canadian businesses that specialize in

New materials sector profile

Germany

new materials will find ample opportunities in this growing high-tech sector.

Market overview

The size of the R&D budget set aside for new materials is a good indication of the size of the market. The total annual budget dedicated to this largely R&D field from all levels of German government is DM 750 million (\$525 million), directed to both public and industrial labs. In addition, German industry spent approximately DM 76 million (\$55 million) on new materials R&D in 1999, an increase of 7% over 1998. Certain fields, such as structural ceramics, experienced an even higher growth rate, approaching 20%.

The transportation and the information technology sectors have the greatest demand for new materials and consequently have the highest R&D expenditures. The development of energy-producing technologies, medical technologies and manufacturing technologies accounts for the remaining demand. R&D resources are distributed equally among ceramics, metals and polymers.

An important consideration when developing any new material is its impact on the environment. In the transportation and the energy-producing sectors, demand is high for technologies that protect resources or reduce emissions.

New materials, new projects

The following R&D projects are two examples of German funding at work in the field of new materials.

- The steel producer Ispat Stahlwerke and automobile parts producer Muhr & Bender are co-developing a super-hard steel for valve and axle springs. To date, the static hardness of this customized steel has been increased by 20% through the use of micro-alloy elements and by

optimizing the thermo-mechanical treatment.

- W.C. Heraeus and Siemens are developing a new ceramics-processing technology to produce miniaturized passive electronic components. The technology will be based on glassy ceramics and will integrate the passive components (resistors, capacitors and inductors) into the substrate, while "Flip-Chip" techniques will be used for assembling the unhoused integrated switches. Multilayer substrates will be used for complex electronic switches.



Market access

Canadian companies can enter the German market in a number of ways. Trade shows are useful for contacting interested clients and for demonstrating products to management representatives, technical experts and buyers. The Materialica trade show and conference, which takes place in Munich from October 1 to 4 inclusive, is the most important of these. In 2000, 25 Canadian researchers from public and industrial labs, representing such diverse fields as magnesium, fuel cells, crystallography and polymers, attended the show in search of customers, partners and research contracts.

Another excellent way to make contacts in the German market is through R&D groups, either industrial

or public. In fact, many professors in public research institutes have worked in industrial labs and therefore have excellent contacts in their respective fields.

Useful sources of information and Web sites

Deutsche Gesellschaft für Materialkunde e.V. [German Society for Materials Science] Hamburger Allee 26, 60486 Frankfurt, Web site: www.dgm.de/

Business and technology development opportunities for 2001

- **PARTEC 2001 International Congress for Particle Technology**, Nuremberg — Mar. 27–29, Web site: www.partec2001.de/e/index.html
- **CastTec 2001 International Trade Show for Casting and Information Technologies**, Sindelfingen — April 3–5, 2001, Web site: www.casttec.com/eIndex.html
- **ECCE 3rd European Congress of Chemical Engineering**, Nuremberg — June 26–28, Web site: www.dechema.de/englisch/veranstaltungen/ecce/pages/f_ecce.htm
- **ReX & GG** The first Joint International Conference on Recrystallization and Grain Growth, Aachen — Aug. 27–31, Web site: <http://rex-gg.imm.rwth-aachen.de/>
- **Third Lane 2001 "Laser Assisted Net Shape Engineering"**, Erlangen — Aug. 28–31, Web site: www.lft.uni-erlangen.de/SEITEN/LANE/2001/LANE_01_index_D.html
- **Fourth World Congress on Oxidation Catalysis**, Potsdam — Sept. 16–21, Web site: www.dechema.de
- **European Metallurgical Conference 2001**, Friedrichshafen — Sept. 18–21, Web site: http://region.tu-clausthal.de/gdmb/emc/about_emc.shtml
- **Materials Week and Materialica 2001**, International Congress on Advanced Materials, Processes and Applications, Munich — Oct. 1–4, Web site: www.materialsweek.org
- **HT-CMC High Temperature Ceramic Matrix Composite Conference**, Munich — Oct. 1–3, Web site: www.htcmc.org

Continued on page 10 – Germany

Whatever the Caisse de dépôt et placement du Québec does is newsworthy. This vast pension fund manager with \$125 billion of total assets has the clout, reputation and expertise to make capital markets stand up and pay attention.

New player on the Northstar Team

Welcoming the Caisse de dépôt

It certainly was a major development for Northstar when in April we hosted a reception in the elegant Royal Bank facilities on the top floor of One Place Ville-Marie to welcome CDP Capital International, the international arm of the Caisse.

It seems hard to believe it was only a couple of years ago that Northstar opened a small office on the fourth floor of the same building.

Montreal seemed like kind of a lonely place back then, to tell you the truth.

True, Bank of Montreal was the key initial investor when I started up Northstar Trade Finance Inc. back in 1994, from a base in Richmond B.C. And

the momentum had started propelling us to where we are now. As well as our new Montreal facilities in the SNC Lavalin building, we have offices in Vancouver, Toronto, and Calgary.

And we have over \$300 million in lendable capital from Bank of Montreal,

along with Royal Bank of Canada, HSBC Bank Canada, National Bank of Canada and now CDP Capital International.

The Government of British Columbia is also a shareholder. And all Northstar loans are insured by Export Development Corporation (EDC).

But Quebec is a special place, and our business is based on building an especially close relationship with our clients. They are the kind of entrepreneurs who run new and growing export businesses, and who can use

our core services, medium term financing in the \$100,000 to \$5 million range to foreign buyers of Canadian, and floor plan financing.

A little over a year ago, we got a major break when National Bank joined us. At the time, I said that National Bank brought more to the Northstar table than merely an enhancement to our financing capabilities. It also brought on board long-established relationships with innumerable entrepreneurs throughout Quebec.

Now the cards are breaking our way once more. It is not just that CDP Capital International is investing \$2.9 million in Northstar. CDP also has a specialized global network with offices in Paris, Warsaw, Bangkok, Hong Kong, Seoul and Mexico City that can open new kinds of doors for SME exporters throughout Quebec, and Canada.

The reason I say they are new is that CDP has a different focus than our banking partners. With a portfolio of 69 investments valued at more than \$1.5 billion, CDP invests in funds and directly in expanding companies in Europe, Asia and Latin America. It also manages private equity funds in certain emerging markets in partnership with local teams. And through its venture capital and partner network, CDP Capital International also assists Québec companies interested in expanding abroad. Together, the CDP's private-investment subsidiaries hold a portfolio valued at more than \$15 billion.

In cities and towns throughout Quebec, National Bank opened doors for Northstar to SME exporters. Now CDP Capital International can open doors for them in major capitals around the world.

And that is just the kind of big news the Caisse is famous for making.

For more information on Northstar, contact Scott Shepherd, tel.: 1-800-663-9288, e-mail: s.shepherd@northstar.ca Internet: www.northstar.ca 🍁



*Scott Shepherd,
President and Chief
Executive Officer,
NORTHSTAR*

Germany

— Continued from page 9

- **MACC 2001 Materials Aspects on Automotive Catalytic Converters, Munich** — Oct. 3–4, Web site: www.macc.dgm.de

For further information, contact Steffen Preusser, Technology Development Officer, Canadian Embassy, Berlin, tel.: (011-49-30) 2031-2365, fax: (011-49-30) 2031-2142, e-mail: steffen.preusser@dfait-maeci.gc.ca Web site: www.canada.de 🍁

49th Apparel — Continued from page 7

For more information on 49th Apparel, contact company president Mark Yukelis, tel.: (204) 943-8884, fax: (204) 943-8889, e-mail: markylis@ilos.net

For further information on the Progress Payment Program and other CCC services, contact the information officer at 1-800-748-8191. 🍁



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After a demonstration of its capabilities at an experiment station in Shikoku prefecture last November, a robot called "AT-2" may some day be helping out with the chores in Japanese orange groves. The AT-2, created jointly by Applied AI Systems, Inc. (AAI) (www.aai.ca) of Ottawa and the Japanese Ministry of Agriculture, is a service robot designed specifically to reduce the work involved in tending to oranges, and thus ease the burden on ageing fruit farmers in Japan.



AT-2 is actually a mobile transportation platform, equipped with a camera and a computerized "brain" that enables the robot to move through a muddy grove among the orange trees, identifying each one. Not only will AT-2 carry fruit as it travels down the rows, but it will also fertilize the

trees. How can a robot accomplish this? AT-2 will be able to sense the colour of the leaves in each tree and will analyze this information to determine whether or not the tree is healthy.

application development. The company is particularly interested in service robots like the AT-2 that are designed to make life easier for an ageing workforce, and is currently developing other

Canadian robot cares for Japanese oranges

Then, if a particular tree needs to be fertilized, AT-2 will calculate the precise amount of fertilizer to apply.

The Japanese vision of robots in farmers' fields is almost a reality and with the success of the AT-2 this tremendous labour-saving technology will likely be developed further.

AAI Systems, Inc., an Ottawa-based robotics research and development company, has been active in Canada and Japan for several years, creating and supplying robots for research and

robotic devices to assist the elderly and infirm, such as intelligent wheelchairs.

For more information, contact Jo Anne Roy-Foster, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 992-6185, fax: (613) 944-2397, e-mail: joanne.roy-foster@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka/ or David Steuerman, Third Secretary, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6247, e-mail: david.steuerman@dfait-maeci.gc.ca ❁

Canadian pork exports rise to new heights in the Land of the Rising Sun

Exports of Canadian pork to Japan were valued at \$476 million and approached 115,000 million tonnes in 2000 — a 21% increase in volume and an astonishing 43% increase in value over 1999.

The value of pork exports to Japan has risen dramatically recently thanks to the increasing exports of chilled pork, which is prepared using new packing technology. Canadian exporters have seen the value of these products climb 70% over the previous year to almost \$180 million. Canada now holds over 23% of the Japanese import market for fresh pork, making it the supplier of choice in this lucrative market.

The consistent quality of Canadian pork and pork by-products, as well as the ability of Canadian pork exporters to adapt to the demands of the Japanese consumer, are the main reasons that Canadian pork has reached the number one spot in the Japanese marketplace. This adaptability on the part of everyone along the pork export chain has resulted in the development of trusted relationships with Japanese importers and wholesalers over the years. The implementation of a quality assurance program by the Canadian Pork Council, and pilot research projects aimed at improving pork are contributing to good relations as well.

Last November, Canada Pork International hosted a seminar in Tokyo attended by 30 representatives from the Canadian pork industry as well as over 170 Japanese buyers and wholesalers. Given the huge success of this event, a similar seminar will be held next year in a different Japanese city.

For further information, contact Canada Pork International, Martin Lavoie, tel.: (613) 236-9886, fax: (613) 236-6658, e-mail: cpi@canadapork.com Web site: www.canadapork.com ❁

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The story of **FutureBridge Incorporated** and its recent break into the Chinese market reads like something out of Ripley's *Believe It or Not: Adhering to traditional business practices, the company president didn't even incorporate his company until after he had identified the*

wide range of integrated systems, such as building automation, cabling, telecommunications and wireless, LAN/WAN, security and alarms, and remote metering.

Hearing about the project, Ruan put together an experienced team, a strong proposal and, once the oppor-

(FutureBridge just missed the deadline) — was not being convinced of the capabilities of just one Canadian company. FutureBridge does not possess the technology itself, but will be playing a coordinating/managing role in outsourcing the work to local Ottawa companies.

"What set us apart as one of the bidding companies was that we came along to say we have the network of Canadian companies with the expertise and the technology, and there was Team Canada to back us up, to give the message that Canadian business is reliable. That was what was needed from our end to secure this agreement. The value for us on the timing and input of Team Canada is immeasurable."

Team Canada facilitator in China

Bridge to future for Ottawa high-tech company



solid \$30-million opportunity in China. Securing the agreement was then facilitated by the fortuitous timing of the February 2001 Team Canada Mission to China, on which FutureBridge wasn't even a participant. And then there's the fact that other local Canadian companies stand to benefit from the project — the Ottawa high-tech start-up's first.

tunity looked solid, the company itself. FutureBridge's five staff members have been working hard ever since.



Integrated Network Agreement signing ceremony, from left to right, Zhigui Zeng, General Manager, Peking University Zhong Guan Yuan Landmark Investment Co.; Shemin Ruan, President, FutureBridge Inc.

Incorporated just last November, FutureBridge, which specializes in systems design for "intelligent buildings," is definitely a young company with a bright future. Securing that future has, however, taken past careful planning by company founder and president Shemin Ruan. Rather than following the current, high-risk trend of seeking venture capital to finance a new technology, Ruan followed the more traditional business model of pursuing a business opportunity.

Solid opportunity paves way

The search took Ruan to China, his country of birth, where he learned from business associate Zhongshi Liang that the Peking University Zhong Guan Yuan Landmark Investment Co., of which Liang is president and CEO, was looking for a partner to supply integrated systems for an ultra-modern international student residence complex to be built at the university.

The project calls for the design and provision of equipment in a

Mission creates right atmosphere

Complementing their hard work was the fortuitous timing of the Team Canada Mission to China this past February. "The mission created the right atmosphere for negotiations and sent the right signals at the right time," says Monica Bodurka, FutureBridge manager. "It had a profound effect on the Chinese business people we were dealing with. They basically got the message that Canadian technology is good — that we have the expertise to design and equip something very modern and intelligent."

The Chinese company — which was a participant on the mission

Cultivating relationships

Cultivating relationships with their Chinese partners was also important to securing the agreement. "We put together a strong team and a strong proposal, but spending time with the Chinese delegation was also key," explains Bodurka. "Relationships are very important to the Chinese people."

In late March, the delegation flew to Ottawa to sign the agreement at a special reception attended by, among others, the Honourable Rey Pagtakhan, Secretary of State (Asia-Pacific).

FutureBridge is currently in the process of completing the designs for the various systems and is actively seeking partners and alliances for the various components of the project. Construction on the Peking University residence is set to begin in early May.

Word of mouth brings work

In the meantime, word about FutureBridge is spreading in China, and the company is already exploring two other opportunities — and will soon be opening a division in Beijing. The company's bridge to China is looking solid indeed.

For more information, contact Monica Bodurka, Manager, tel.: (613) 521-1425, fax: (613) 521-3232, e-mail: monica@futurebridge.ca internet: www.futurebridge.ca 🍁

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong".)

Dalhousie MBA students win 2001 Minister's Cup

Early this year, students at Dalhousie University in Halifax were the top Canadian team at the **15th Annual MTT-Dalhousie International**

Business Case Competition. The event promotes business studies at the university level. Competing teams are assigned a recent business



Minister Pettigrew with members of the winning Dalhousie team. Front, from left: Dr. Mary Brooks, Joanne Lam. Back, from left: Allison Hounsell, Leila Burden, Pierre Pettigrew, Bryanne Tait, Blair Falconer, Sheri Halfyard.

case with an international focus, and must work out the solution. MBA students at institutions around the world take part via fax and video-conferencing.

As the highest ranking Canadian team, Dalhousie won the **Minister's Cup** awarded by the Department of Foreign Affairs and International Trade. International Trade Minister Pierre Pettigrew presented the Cup and individual prizes to team members and representatives from Dalhousie's International Business Society and its Centre for International Business Studies.

For more information, contact Dalhousie International Business Society, tel.: (902) 494-1482, Web site: www.dibs.ns.ca 🍁

Report on oil and gas trade mission to North Africa

For a full report on the fruitful oil and gas industry trade mission to North Africa (Tunisia, Algeria and Libya), last February, organized by the Department of Foreign Affairs and International Trade and Industry Canada, see www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions." 🍁

Market access report outlines Canada's international trade priorities

— Continued from page 1

implementation of a third round of accelerated North American Free Trade Agreement tariff reductions.

"With exports of goods and services accounting for 45.6 percent of Canada's GDP and one third of Canadian jobs, trade is an important engine of Canada's economy," said Minister Pettigrew. "Improving and securing access to foreign markets is a key factor in ensuring continued prosperity for Canadians. We will continue our efforts to bring down trade barriers, working in close consultation with Canadians."

The report is available on two Department of Foreign Affairs and International Trade Web sites:

www.dfait-maeci.gc.ca and www.exportsource.ca or by calling 1-800-267-8376 or (613) 944-4000 in the Ottawa area. 🍁

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New York Summer Fancy Food Show

NEW YORK CITY — July 8-10, 2001 — The **47th Annual Summer International Fancy Food & Confection Show** is one of the most important annual expositions for the gourmet/specialty food trade in the United States (a US\$13 billion market). And to be in the midst of the action, the Canadian pavilion is the ideal place.

Organized by the National Association for the Specialty Food Trade (NASFT), the **Summer Fancy Food Show** typically features more than 2,000 U.S. and foreign exhibitors and 30 international pavilions displaying 60,000-plus products. The show draws 25,000 qualified buyers from more than 75 countries, including senior representatives from virtually every segment of the retail and food service industries: retailers, restaurateurs, brokers, wholesalers, importers and other distributors of gourmet, specialty and ethnic foods.

Located in the popular International Section, the Canadian pavilion will have 26 booths and will offer a full range of services to participating exhibitors. Serve the visiting crowds your mouth-watering Canadian specialties, and sign them up for a contract!

Another major feature of the show is its many workshops and seminars on new products, trends, distribution and marketing. Scheduled for **July 6** is

a daylong seminar on "The Basics of the Specialty Food Trade." Led by NASFT president John Roberts, the information-packed workshop offers practical insights and business-building specifics. The Canadian Consulate General in New York will bring a delegation to the event, made up of export-ready Canadian companies interested in doing business in New York, New Jersey and Connecticut. Space is limited, so apply early. The application deadline is **June 1**.

For more information on the **New York Summer Fancy Food Show**, visit the NASFT Web site: www.fancyfoodshows.com and follow the links for details on exhibiting/attending.

For more information on the Canadian pavilion, contact David P. Watters, International Trade Show Manager, Agriculture and Agri-Food Canada, tel.: (613) 759-7739, fax: (613) 759-7506, e-mail: wattersd@em.agr.ca Web site: <http://ats-sea.agr.ca/public/htmldocs/e0009.htm>

For more information on joining the Canadian delegation to the July 6 workshop, contact Lisa Rambert, Business Development Officer, Canadian Consulate General, New York, fax: (212) 596-1793, e-mail: Lisa.Rambert@canapple.com Web site: www.canapple.com ❁

International Fair of Ecuador

GUAYAQUIL, ECUADOR — July 23-29, 2001 — The **17th International Fair of Ecuador**, organized by the Guayaquil Chamber of Commerce, will take place this year in Durán, 15 minutes from downtown Guayaquil.

Held every two years since 1970, the trade fair is a major gateway for international trade with Ecuador. Delegations are expected from throughout the Americas and the European Union.

The fair will highlight the sectors of agriculture, fisheries, mining, petroleum, telecommunications, electricity generation, construction and industrial machinery, tourism, informatics, and more.

Exhibitors who register and pay their fees **before June 15** will be listed in an official catalogue.

If you are interested in taking part, contact the Canadian Embassy in Quito **before May 15, 2001**: Richard Dubuc, Vice-Consul and Trade Program Manager, Canadian Embassy, Quito, tel.: (011-593-2) 506-162, fax: (011-593-2) 503-108, e-mail: richard.dubuc@dfait-maeci.gc.ca or quito@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ec

To register directly with the organizers, contact Maria José Larrea, Guayaquil Chamber of Commerce, tel.: (011-593-4) 682-771, fax: (011-593-4) 681-088, e-mail: mlarrea@ccgye.org.ec or feria@lacamara.org ❁

Canada to offer the world's most wanted food products at ANUGA 2001

COLOGNE, GERMANY — October 13-17, 2001 — This year, **ANUGA 2001** will be the number one trade show for decision makers in the food and beverage industry around the world. And at the top of their wanted list will be products marked "made in Canada," a guarantee of food safety and high quality.

Agriculture and Agri-Food Canada is organizing a Canadian pavilion at the fair; this will give exhibitors access to a full range of services enabling them

to seize the many opportunities available. For those who can't attend, an ad in the 2001 Canadian Exhibitors brochure will help them reach over 8,000 industry professionals, including businesspeople, journalists, editors, and buyers in the food and beverage industry. Another option is to sponsor a Canadian pavilion event.

For more information on participating in ANUGA, contact David P. Watters, International Trade Show

Manager, Agriculture and Agri-Food Canada, tel.: (613) 759-7739, fax: (613) 759-7506, e-mail: wattersd@em.agr.ca

For more information on food and beverage opportunities in Germany, contact Stephan Rung, Commercial Officer, Canadian Consulate, Dusseldorf, tel.: (011-49-211) 172-1718, fax: (011-49-211) 359-165, e-mail: stephan.rung@dfait-maeci.gc.ca Web site: <http://ats-sea.agr.ca/agrifood-canada-germany/index.html> or Yvonne Gruenthaler, Northern Europe Division, DFAIT, tel.: (613) 943-0893, fax: (613) 995-6319, e-mail: yvonne.gruenthaler@dfait-maeci.gc.ca ❁

India's agri-food market

India has over a billion people and an economy growing steadily at 6.2% per year, which translates into opportunities for Canadian business, especially in the agri-food sector.

In the Punjab — the country's breadbasket — the government-owned Markfed marketing co-operative has invited private-sector bids on setting up high-tech facilities for handling, storing and transporting grain in bulk. Among those showing interest in the project (which will receive World Bank funding) are Korean firms and a Canadian consortium.

The project will help reduce food losses caused by inefficient handling, now costing India \$16.4 billion per year. To solve the problem, India needs new farming infrastructure investments amounting to \$34.8 bil-

lion, including \$8.57 billion to build an efficient transportation system.

Processed food

A recent study by marketing consultants KSA Technopak found that India's ready-to-eat processed food market is growing at the annual rate of 40%. Estimates put its current size at \$525 to \$557 million.

To boost investment, the government is considering a 10-year tax holiday for the food processing sector.

The opportunities have attracted leading retail food chains from France, the Netherlands, Hong Kong and Germany. In the growing bottled water business, new entrants include Coca-Cola, Pepsi and Nestlé. And the Australian firm, Paton's, plans to market its fine chocolates, jam, honey, etc. in India.

Agricultural trade fair – Agri Intex

COIMBATORE, INDIA — August 1-5, 2001 — This international agricultural exhibition will highlight developments and opportunities in agriculture and related activities, and is expected to attract leading players in the sector.

To participate in Agri Intex 2001, contact Codissia Trade Fair Complex, Coimbatore, fax: (011-91-422) 593-507, e-mail: cointec@vsnl.com Web site: www.agriintex.com

For more information, contact Ram N. Gupta, Senior Trade Advisor, Canadian High Commission, New Delhi, tel.: (011-91-11) 687-6500, fax: (011-91-11) 687-5387, e-mail: ram.gupta@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/in ❁

(As mentioned in the April 16, 2001, CanadExport, a detailed article on Canada's re-engagement with India will be published in a forthcoming issue.)

Anchors aweigh for the Canadian Trade Show on Board

PUERTO RICO, ST. THOMAS, ANTIGUA, ST. MAARTEN, ST. LUCIA and BARBADOS — November 24- December 1, 2001 — A Caribbean cruise on Royal Caribbean Cruise Lines is the setting for the **Canadian Trade Show on Board**, showcasing Canada's food and beverage sector as well as its construction and building products sector. The unique event is organized by Canadian Export Development and supported by the Canadian Consulate General in Atlanta, the Canadian High Commission in Barbados and the Department of Foreign Affairs and International Trade (DFAIT).

With stops in six destinations, this is a chance to display your products and/or services and explore business opportunities in the Caribbean.

Key decision makers and buyers in government and the private sector will be invited to visit the **Trade Show on Board**. Participants may be eligible for financial assistance under DFAIT's Program for Export Market Develop-

ment. For details, visit the International Trade Centre Web site: www.cbcs.org

For more information or to register, contact Robert Grison, Director of Operations, Canadian Export Development, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

For more information on business

opportunities in these sectors, contact:

- Charlotte Hutson, Commercial Officer, Canadian High Commission, Barbados, tel.: (1-246) 429-3550, fax: (1-246) 437-8474, e-mail: charlotte.hutson@dfait-maeci.gc.ca
- (Building products sector — St. Thomas and Puerto Rico), William Stolz, Business Development Officer, Canadian Consulate General, Atlanta, tel.: (404) 532-2017, fax: (404) 532-2050, e-mail: william.stolz@dfait-maeci.gc.ca ❁

Polska-Canada 2001

MONTREAL — May 10-13, 2001 — **Polska-Canada 2001** is Poland's first trade fair in Canada. Organized in cooperation with the Canada-Poland Chamber of Commerce, the fair will take place at the Palais des Congrès. Over 100 exhibitors will present Poland's finest offerings in areas ranging from high-tech to food and beverages. The fair is open to the general public and admission is free.

Come learn about trade, business and other opportunities with Poland — a market of 40 million people, whose

bilateral trade with Canada was worth upwards of \$430 million in 2000.

For more information, contact the Economic and Commercial Division, Embassy of the Republic of Poland in Canada, tel.: (514) 282-1732/-1734, fax: (514) 282-1784/-9296, e-mail: tradeoffice@poland-canada.org Web site: www.poland-canada.org

For more information on market opportunities in Poland, contact Pierre Boucley, Trade Commissioner, Baltic, Central European and EFTA Countries Division, DFAIT, tel.: (613) 992-1449, fax: (613) 995-8756, e-mail: pierre.boucley@dfait-maeci.gc.ca ❁

Seminar on financing international education, research and training

MONTREAL — May 10, 2001 — McGill University is the venue for a one-day seminar sponsored by the Department of Foreign Affairs and International Trade (DFAIT) on "Financing Your International Education, Research, and Training Activities: From Finding Prospects to Preparing Winning Proposals, Applications and Bids."

The luncheon speaker is Dr. David Strangway, president of the Canada Foundation for Innovation and former

president of the University of British Columbia. His topic will be "Supporting Research in a Global Environment."

Drawn from the public and private sectors, the 10 panellists include representatives of the Canadian International Development Agency, the Social Sciences and Humanities Research Council of Canada, DFAIT, Industry Canada, and the Nova Scotia Department of Economic Development, as well as a consultant for global venture

capital and the investment banking industry. They will share their insights on where to find and how to develop the finances to make your organizations and businesses grow and flourish.

Break-out sessions will give participants practice in submitting winning applications, bids and proposals.

To register or for more information, contact Maricruz García-Rejón, McGill Faculty of Education, International Office, tel.: (514) 398-3529, fax: (514) 398-4233, e-mail: maricruz.garcia-rejon@mcgill.ca 🍁

Plastics a leader in Canada

- **Increase in end-use markets:** A leading growth sector in Canada, plastics are being used more and more for packaging, construction and automotive parts.

—>Domestic market grew 6.3% in 2000 while exports increased by 15%.^Δ

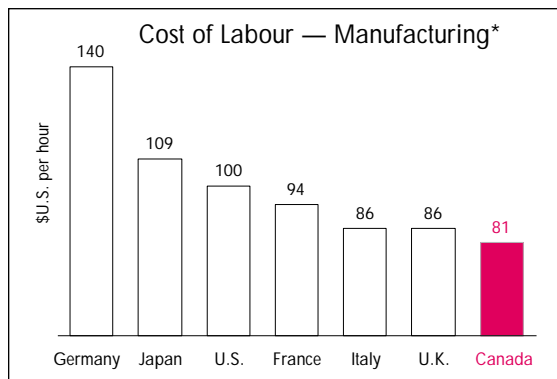
- **Size does matter:** NAFTA allows duty-free access to the largest plastics market in the world. The Canadian plastics industry includes 1700 companies employing 112,000 people.^Δ

- **Canadian advantages:**

—>Abundant and competitively priced resin supply

—>World-class cluster of machinery- and mould-producing companies

—>Canada is the world's third-largest exporter of moulds, and fifth-largest exporter of plastics machinery.



* Figures are for 1999. Total compensation costs include direct pay, and the cost of other labour taxes, employer expenditures for legally required insurance programs and contractual and private benefit plans. Source: U.S. Bureau of Labor Statistics.

For more information on investing and doing business in Canada, click on www.investincanada.gc.ca or call (613) 941-0354, fax: (613) 941-3796, e-mail: lanoy.louise@ic.gc.ca

^Δ Sources: Statistics Canada and Industry Canada

"DOING BUSINESS IN RUSSIA IN THE NEW MILLENNIUM"

CALGARY — May 22, 2001 — Learn the ins and outs of doing business in the Russian Federation at a half-day conference at the McDougall Centre organized by the Canada Eurasia Energy & Industry Alliance (CEEIA).

Among the scheduled speakers: Russia's Ambassador to Canada, Vitaly Churkin; Graham Rush, Minister-Counsellor (Commercial) at the Canadian Embassy in Moscow; and industry leaders.

To register, contact CEEIA, fax: (403) 218-8727, e-mail: iva@ceeia.org

For more information, visit the CEEIA Web site: www.ceeia.org

Canada Eurasia Energy & Industry Alliance is a non-profit organization based in Calgary. It promotes the business development of Canadian industry in Eastern Europe, the Commonwealth of Independent States, and Central Asia. 🍁

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DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region:

944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

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