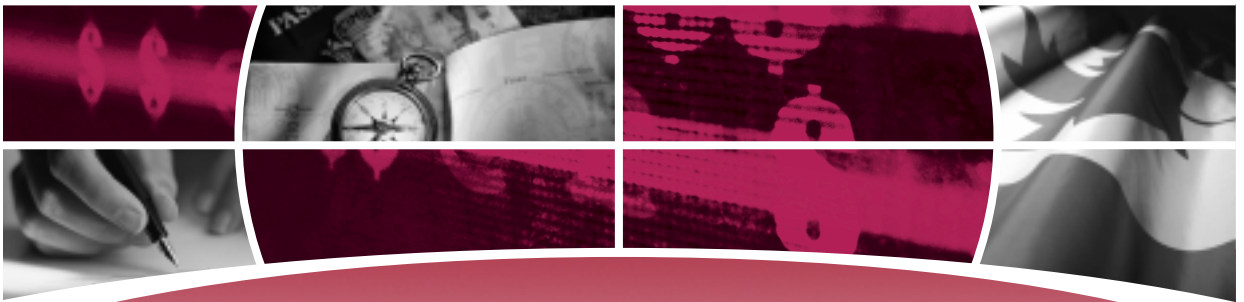




# canadaxport



*Award-winning productions in Quebec*

## A toast to... La Face Cachée de la Pomme

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July 15, 2002

### SUMMER BREAK!

Next issue: September 3, 2002



FOODEX 2003 (See p. 2)

**A**s an acclaimed filmmaker in Quebec, François M. Pouliot has enjoyed his share of the limelight, but even he will admit that the rave reviews for his latest productions at **La Face Cachée de la Pomme** cidery in Hemmingford, Quebec, have made him especially proud. "Neige", the first product of its kind in the world, was recently awarded the gold medal for ice cider at the Festival de la Gastronomie de Quebec, and word of mouth has it that this unique Quebec beverage will soon be the toast of Paris.

In the last six months, Neige has been impressing audiences at events all



Alain Juppé, Mayor of Bordeaux and former Prime Minister of France, tasting the unique Neige ice cider being served by François Pouliot (left).

over France, including "Futuralia" (an exporters' networking function in Poitiers), the "Foire de Bordeaux" (an international food fair in Bordeaux),  
*continued on page 3 — La Face*

*Space and Naval Command welcomes small suppliers*

## "Getting in the Gate" in the U.S. with SPAWAR

**Space and Naval Warfare Systems Command (SPAWAR)**, one of the largest technology divisions in the U.S. military, is sending a clear message to small telecom and information technology enterprises: it wants to do business with them. At its recent

event "Getting in the Gate", San Diego's Telecom Council dispelled the notion that only big business is qualified to supply the advanced information technology and space systems that SPAWAR requires to fulfil its mandate.

*continued on page 6 — SPAWAR*

Don't miss out on the menu!

## FOODEX 2003 heats up

**J**apan is by far the world's largest net importer of agri-food and fish products, and represents Canada's largest overseas agri-food and fish export market. Canadian exports to Japan, particularly processed food products, are expected to continue to grow.

**FOODEX** is Japan's premier annual food promotion event and the largest food trade fair in Asia. At **FOODEX 2002**, 2,375 exhibitors from 72 countries exhibited their products and services to close to 90,000 industrial professionals representing Japan's and Asia's major food and beverage

industry players. Exhibitors in the Canadian pavilion reported excellent results.



The 28th **International FOODEX** will be held **March 11-14, 2003**, near **Tokyo** at the Nippon Convention Centre (Makuhari Messe). DFAIT and Agriculture and Agri-Food Canada will be co-ordinating a Canadian pavilion at **FOODEX 2003** for the 22nd year. Canadian companies are invited to join Canada's team at this exciting promotional event — Canada's national stand was sold out early in the last two years!



The Canadian Pavilion was a popular attraction at this year's FOODEX in Tokyo.

**For more information** on attending or exhibiting, contact Robert Lazariuk, Trade Commissioner, DFAIT, tel.: **(613) 992-6185**, fax: **(613) 944-2397**, e-mail: [robert.lazariuk@dfait-maeci.gc.ca](mailto:robert.lazariuk@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/jp/](http://www.infoexport.gc.ca/jp/)

The registration deadline is **October 18, 2002** on a first come first served basis. 🍁

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## Mexitronica 2002

**GUADALAJARA, MEXICO** — October 8-10, 2002 — Suppliers to the electronics industry are invited to participate in the Canadian stand at **Mexitronica** ([www.mexitronica.com](http://www.mexitronica.com)), the annual National Electronics Manufacturing Conference and Exposition of Mexico. Companies joining the Canadian stand will be able to exhibit at the best available cost and will enjoy the support of trade staff in matchmaking, translation and assistance for site visits to manufacturing operations. The transformation of the Mexican electronics manufacturing industry, due to the global slowdown of the sector, may result in additional opportunities for Canadian suppliers as Mexico becomes a larger centre for higher mix and complexity production programs. Mexitronica is the prime promotional activity of Mexico's large electronics manufacturing industry. The show draws companies from all parts

of the country to Guadalajara, the "Silicon Valley" of Mexico, and is the key event for suppliers of components, equipment and other goods and services for this sector. The Guadalajara electronics cluster is comprised of more than 120 companies including factories of several prestigious original equipment manufacturers (OEM) and the majority of leading electronic manufacturing services (EMS) companies.

**For more information** on the Canada stand at **Mexitronica 2002**, contact Fernando Baños, Canadian Consulate, Guadalajara, tel.: **(011-52) 33-3615-6215 ext. 3350**, fax: **(011-52) 33-3615-8665**, e-mail: [fernando.banos@dfait-maeci.gc.ca](mailto:fernando.banos@dfait-maeci.gc.ca) Web site: [www.infoexport.gc.ca/mx/gdl](http://www.infoexport.gc.ca/mx/gdl) or Sandeep Mathur, Industry Canada, tel.: **(613) 957-8072**, fax: **(613) 952-8419**, e-mail: [mathur.sandeep@ic.gc.ca](mailto:mathur.sandeep@ic.gc.ca) Web site: [www.ic.gc.ca](http://www.ic.gc.ca) 🍁

# La Face Cachée de la Pomme

— continued from page 1

and, in Paris, “les Journées Fantastiques” (Fantastic Days), “Menu tout homard du Canada” (the all-Canadian Lobster Festival), and “Semaine du cinéma québécois à Paris” (a festival of Quebec cinema).



François Pouliot of La Face Cachée de la Pomme, during a Neige ice cider (see inset) tasting event held at Les Galeries Lafayette in Paris, last April.

“Neige is a very special sweet cider that simply wouldn’t exist without Quebec’s frigid winters,” explains Pouliot. “At La Face Cachée de la Pomme ([www.cidredeglace.com](http://www.cidredeglace.com)), we collect windfall apples at the end of autumn and store them until just before Christmas. Then, when the chilly weather has truly set in, we press them and leave the juice outside in the below-freezing (-25°C) cold — a process of natural concentration called ‘cryoextraction’. The resulting precious syrup is then allowed to slowly ferment.”

The end result is precious indeed: it takes approximately seven kilograms of premium apples to make 500 ml of ice cider!

## Supporting cast

“The popularity of ice cider has really begun to snowball,” says Pouliot, who

is known in Quebec for his award-winning music videos, short films and features. “When I was in Paris last November attending a Quebec film festival, Yannick Dheilley, a trade officer at the Canadian Embassy, gave me the name of Bruno Quenioux, director of the wine library at Lafayette Gourmet — and within two days our 5-employee company had a deal with one of the biggest, and finest, wine stores in Paris.”

By April 2002, Neige was available in over 30 retail outlets in Paris, and Pouliot was invited to celebrate this success as an honoured guest at les Journées Fantastiques, an annual two-week-long gastronomic extravaganza presented by Lafayette Gourmet at Galeries Lafayette in Paris.

Lucie Tremblay, the Trade Commissioner at the Canadian Embassy, was one of the guests being introduced to Neige at this affair. “It was love at first taste,” she recalls, “so of course I invited François to return in two weeks and serve Neige at the all-Canadian Lobster Festival. This was a media event that the Embassy and Agriculture and Agri-Food Canada were organizing with Frères Blancs, one of France’s finest restaurants — I knew the exposure would be priceless.”

## World-class act

When the team at the Canadian Consulate General in Hong Kong tasted a sample of Neige that Pouliot had sent along with a friend, they immediately assembled a group of interested Hong Kong buyers and invited Pouliot to deliver a virtual

presentation from Montreal. He has since received a very interesting offer.

Once Neige becomes firmly established elsewhere, Pouliot intends to turn his attention to that vast market south of the border, a mere two kilometres from the cidery’s door...

But as demand grows, will La Face Cachée de la Pomme be able to keep up? “Like maple syrup, ice cider is exclusive — but sustainable,” replies Pouliot. “We intend to produce this delicacy for as long as there are cold winters, and apples, in Quebec!”

**For more information**, contact François M. Pouliot, La Face Cachée de la Pomme, tel.: **(450) 247-2899**, fax: **(450) 247-2690**, e-mail: [info@cidredeglace.com](mailto:info@cidredeglace.com) Web site: [www.cidredeglace.com/english](http://www.cidredeglace.com/english) 🍁

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

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# BRAZIL

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

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



## The Foodservices Market

The foodservice market in Brazil is primed for growth as the country rebounds from its recent economic difficulties. While the import market suffered due to Brazil's currency devaluation, Canadian agri-food exporters can expect modest growth in foodservice for hotels, restaurants and institutional (HRI) clients in the coming years.

### Market Overview

Brazil's foodservice sector comprises many different businesses that provide an estimated 41 million meals each day. These businesses include restaurants, fast-food outlets, street stalls, bakeries, and catering services.

The growth of Brazil's foodservices sector is fueled by a strong economy, and by the country's

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aggressive promotion of its growing tourism industry. In recent years, Brazilians have attained higher purchasing power and a low inflation rate. The stable economy, along with more women entering the work force, has increased disposable incomes and changed the way many Brazilians eat and live. Dual-earner families mean more income, but less time to prepare meals. As a result, more Brazilians are dining out.

There is a strong international presence in the Brazilian food industry, with many global brands and transnational companies firmly rooted in the market. The Brazilian Food Processors Association (ABIA) estimated that foodservice represented approximately \$95 billion or 16% of the total food processing industry revenues in 1998. The ABIA predicts the industry will grow 6-8% by 2005.

### **Food Trends**

The international foods enjoyed by Brazilians include pizza, Middle Eastern cuisine, sushi, hamburgers, and Chinese food. After rice and beans, pizza is the most popular food in Brazil. Ice cream consumption has also risen dramatically, with the number of shops growing from 132 in 1995, to 623 in 1999. The ABIA suggests the following products have the greatest growth potential: yogurt, sodas, beer, cheese, cookies, meat products



(including pork and poultry), fish products, juice and vegetables.

### **Opportunities**

Brazil's foodservice sector holds many potential opportunities for imported food products. About 7% of food used by Brazil's foodservice sector is imported, but this figure is growing. An increasing quantity is being imported to prepare international cuisines. There is also a growing demand for high-quality basic food products, such as cheese and meats, by North American owned fast-food chains.

Canadian exporters should seek niche opportunities, such as capitalizing on the growing trend toward healthful food products. Canadian firms may also want to explore the opportunities that arise as Brazil's tourism industry continues to expand.

### **Market Entry Considerations**

The Brazilian foodservice sector is growing faster than the food industry as a whole. However, this sector is very much price-driven and less internationalized than it is in North America. As such, Canadian exporters of high-quality/high-priced

products should initially approach this sector through the same channels (importer, agent, distributor) used for the overall food import market in Brazil.

Canadian firms interested in this market must be prepared to invest both time and resources to achieve success. There are many barriers to overcome, including fierce competition, language and cultural differences and the lack of awareness of Canadian products.

### **See Potential?**

To learn more about this market, read *The Foodservices Market in Brazil*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

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# The U.S. Connection

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## SPAWAR system spells opportunities — continued from page 1

Here are some simple procedures that smaller companies must follow to "get in the gate" and do business with SPAWAR.

### Register first

To become a qualified supplier to the U.S. Department of Defense (DoD), companies must follow a number of simple procedures to identify their products and services:

- Begin at the Dun & Bradstreet (D&B) Web site by registering for the mandatory nine-digit Data Universal Numbering System (DUNS) number. There is no charge to obtain the DUNS number, and registration takes about ten minutes at: [www.dnb.com](http://www.dnb.com)
- From the D&B Web site, follow the links to register at the Central Contractor Registration (CCR) Web site ([www.ccr.gov](http://www.ccr.gov)). Registration with CCR must be renewed annually by all DoD suppliers.
- CCR registration automatically assigns a 5-digit Commercial and Government Entity (CAGE) code that is used extensively in U.S. federal government procurement. This code enables standardization of processes such as identity clearance, pre-award surveys, automated bidders mailing lists, and automated payment methods. CCR registration also

assigns a marketing partner I.D. (MPIN) that enables access to other government applications.

### Identify your product or service

To view the Federal Supply Classification (FSC) codes, Federal Supply Groups (FSG), and Product Service Codes (PSC) used in government solicitations, visit the Defense Logistics



Information Service: [www.thertg.com/secrc/fsc-codes/fsc.html](http://www.thertg.com/secrc/fsc-codes/fsc.html)

The Standard Industrial Classification codes have been replaced by the North American Industrial Classification System (NAICS).

### Know the regulations

Potential suppliers must become familiar with pertinent regulations for contracting procedures used by the U.S. federal government, the Department of Defense, and the Department of the Navy.

- Federal Acquisition Regulations (FARs) are listed at: [www.arnet.gov/far/](http://www.arnet.gov/far/)
- The Defense Acquisition Regulations Supplement (DFARS) is available

on the Web site of the Defense Acquisitions Regulations Directorate:

[www.acq.osd.mil/dp/dars](http://www.acq.osd.mil/dp/dars)

- The Navy Acquisition Procedures Supplement (NAPS), a regulation comparison tool, is available at: [www.abm.rda.hq.navy.mil/nap1.html](http://www.abm.rda.hq.navy.mil/nap1.html)
- Download "10 Steps to Success for Navy Contracting" produced by SPAWAR's San Diego Small Business Program: [http://enterprise.spawar.navy.mil/spawarpublicsite/aboutspawar/ten\\_steps.pdf](http://enterprise.spawar.navy.mil/spawarpublicsite/aboutspawar/ten_steps.pdf)

### Match buyer with supplier

Next, suppliers must identify potential customers, assess customer needs, and decide how best to align their product and service offerings with these requirements.

- To search the database of products and services purchased by contractors, use the Navy Marketing Information Service provided on the Web site of the Department of the Navy, Small and Disadvantaged Business Utilization Office (SADBU): [www.hq.navy.mil/sadbu/](http://www.hq.navy.mil/sadbu/)
- After identifying contractors of interest, contact the on-site Small Business Specialist directly.

### Identify opportunities

To link directly to SPAWAR acquisition opportunities and current awards, visit e-Commerce Central, SPAWAR's all-in-one Web site:

<http://e-commerce.spawar.navy.mil>

*continued on page 7 — SPAWAR*

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

Learn from CCC's experience

# How to improve your export contract

**T**he Canadian Commercial Corporation (CCC) has been helping Canadian exporters negotiate, win and carry out contracts in international markets for more than 50 years, and this experience has led CCC to identify a number of steps to success:

1. When negotiating a contract, account for the possibility that one or both parties may not perform in accordance with the contract terms.
  - Include recourse options and remedies covering the possibility of a contract default.
  - For disputes, specify the rules governing arbitration, the arbitrator, and the country of arbitration.
2. Use clear language to avoid misunderstandings.
  - Define all required product specifications, terms of payment, and overall contract objectives.
  - Identify remedial action or penalties for unfulfilled terms and conditions.

3. Minimize the risk of non-payment.
  - Define the process for product inspection and buyer acceptance.
  - Establish a method of payment that satisfies the exporter's risk tolerance, taking into account whether or not the product has been manufactured to prescribed specifications in the past.
4. Identify possible challenges before signing an export contract, for example, factors that may affect shipping schedules.
  - Identify all required export permits.
  - Develop delivery schedules that can accommodate unexpected border delays, particularly in regulated markets.

**For more information** about the steps you can take to help ensure the success of your international contracts, contact the Canadian Commercial Corporation, tel.: **1-800-748-8191**, Web site: **www.ccc.ca** 🍁

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

**For more information**, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: **www.ccc.ca**

## SPAWAR system spells opportunities — continued from page 6

To view future opportunities, visit Navy Electronic Commerce OnLine: **www.neco.navy.mil** CCR regis-

### Export USA Calendar

**For information** about:

- Trade missions to the U.S.
  - Seminars on the U.S. Market
- Visit the Export USA Calendar at: **www.can-am.gc.ca/NEBS/runtime/search-e.asp**

tration is required to use these services.

### SPAWAR means business

Small companies already generate 50% of the U.S. GDP and 44% of U.S. government revenue, and now SPAWAR's online system of resources and simplified procedures makes it even easier for small enterprises with enabling technologies and new business models "to get in the gate".

**For more information**, contact Jeffrey Gray, Business Development Officer, Canadian Consulate General, Los Angeles, tel.: **(213) 346-2752**, fax: **(213) 346-2767**, e-mail: **jeffrey.gray@dfait-maeci.gc.ca** 🍁

(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on "The U.S. Connection".)

Bright outlook for business

# Tap into Northwest Russia's opportunities

**D**uring the Team Canada mission to Russia in February 2002, Canada's Consul General in St. Petersburg, Dr. Anna Biolik, drew attention to the growing business opportunities in Northwest Russia, an area blessed with rich natural resources and an educated workforce. Canadian companies interested in the Russian market should take a second look at the wide array of opportunities presented by this region.

Northwest Russia, which includes the cities of St. Petersburg, Novgorod, Murmansk, and several large administrative areas, accounts for 10.5% of Russia's territory, 11% of the Russian population, and 11% of Russia's overall economic output.

Timber, copper, nickel, cobalt, diamonds, oil, coal, and manganese are among the natural resources that enrich the region. Some 60% of the wood harvested in European Russia originates in Northwest Russia, and 56% of Russia's newsprint is produced there. As well, certain Russian oil companies expect that this oil-rich area will some day compensate for dwindling production in western Siberia's oil fields, where already one half of the oil reserves are exhausted.

## St. Petersburg — economic hub

St. Petersburg, originally established as the "Gateway to the West", has reclaimed this role with renewed vigour following the collapse of the Soviet Union. The city, now the second-busiest port on the Baltic Sea, increased its industrial output by 11.2% in the first nine months of 2001. As a former hub for high-tech defence industries, St. Petersburg has retained its well-educated, highly qualified and specialized workforce.

The city boasts dozens of research institutes, colleges and universities. Today, St. Petersburg is a centre of

telecommunications, and light industry, and home of Telecom Invest (with stakes in 36 companies in Northwest Russia and GSM licences for 77 of Russia's 89 regions), Baltika Brewery (the second-largest brewery in eastern Europe), the \$330 million Philip Morris tobacco plant, and food processing companies dominated largely by European and Asian firms that have established local sales offices and warehouses.



## Business climate heats up

Northwest Russia was one of the first regions to adopt progressive investment laws, and ranks second only to the Moscow area for foreign direct investment. The business environment in Northwest Russia may be somewhat complex, but economic trends are positive for export sales from the West, with some 9,000 foreign joint ventures accounting for 40% of St. Petersburg's economic output.

The presence of multinational investors such as Ford Motors, General Electric, ABB, Siemens, Wrigley, Nestle, and Proctor and Gamble is further proof of the improving business climate in Russia.

## Opportunities by sector

Opportunities are centred around the following sectors :

- multi-million dollar expenditure for increased port capacity at

St. Petersburg, to accommodate fertilizer shipments;

- Primorsk oil port;
- Ust-Luga port for shipping coal and iron ore;
- upgraded rail and road links, including the Helsinki-St. Petersburg rail link and a \$1-billion ring road around St. Petersburg;
- air traffic control systems;
- forestry equipment (including used equipment);
- pulp and paper technologies;
- digital replacements for analogue equipment;
- upgrades for water-, energy-, and resource-related equipment in major centres, including water treatment equipment in the oil and gas, pulp and paper, pharmaceuticals, and automotive sectors;
- equipment, network management software, and wireless equipment manufacturing;
- restoration of natural production of salmon and other species;
- upgraded equipment for oil and gas extraction.

## Canadian presence

Canadian exporters may establish branch offices and franchises, or engage local distributors and sales representatives to sell their products and services in Northwest Russia. Close to 40 Canadian companies have already teamed up with local partners.

The trade officers at the Canadian Consulate General in St. Petersburg can help Canadian firms enter the local market.

**For more information**, contact:

- Andrei Galaev or Margarita Sandal, Trade officers, Canadian Consulate General, St. Petersburg, tel.: **(011-7-812) 325-8448**, fax: **(011-7-812) 325-8393**, e-mail: **spurg@dfait-maeci.gc.ca** Web site: **www.infoexport.gc.ca/ru**
- Michael Reshitnyk, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 996-7701**, e-mail:

*continued on page 9 — Northwest*



## Fast track to China

# Canada trade mission to Hong Kong



**C**anadian firms interested in opportunities in China — currently the world's seventh-largest economy and poised to become Asia's single largest market — are invited to join David Kilgour, Secretary of State for Asia-Pacific, on a **trade mission** he will be leading to **Hong Kong, November 8-11, 2002**. Mission organizers include the Hong Kong Economic and Trade Office (Canada), the Hong Kong Canada Business Association (HKCBA), the Hong Kong Trade Development Council, and the Hong Kong Tourism Board.

"The Chinese market, though lucrative, is potentially staggering," explains Maxwell Brotman, National Chair of the HKCBA. "SMEs considering this market will need the help of entrepreneurs with experience dealing in both Asian and Western arenas — not only from a business perspective, but culturally as well. Hong Kong can be considered the gateway to China, a role it has played for decades."

The trade mission program has been structured to offer practical benefits to Canadian participants:

- Tips on conducting business in China — A full-day conference hosted by experts on China and industry players will provide an overview of general and sector-specific business opportunities.
- Pre-mission business matching services — Delegates will receive a head-start in finding potential partners in China, even before the mission begins.
- Networking activities — Partnership matching will receive full support from our government and industry partners in Hong Kong, including InvestHK, Hong Kong Trade Development Council, the Canadian Chamber of Commerce in Hong Kong and a number of technology associations in Hong Kong.
- Visit to mainland China — Canadian companies will receive a first-hand view of joint ventures operating in China.
- HKCBA International Forum — Trade mission participants can enjoy the added benefit of this international networking opportunity, **November 13-15, 2002**.

Reporters from CTV's Report on Business and Fairchild Television will accompany the delegation, and CEOs of selected companies will be invited to participate in television interviews and panel discussions before, during, and after the trade mission. Cathay Pacific, the sponsoring airline, will also be offering special travel packages.

### Hong Kong — gateway to China

Hong Kong businesses have been investing substantially in Southern China for more than a quarter of a century, and this economic integration has brought

wealth and prosperity to both. Over the years, Hong Kong has evolved into the financial centre, raising the capital that has fuelled the rapid development of Guangdong province, in addition to providing the legal, accountancy and managerial services sought after by the mainland business community.

Hong Kong is only an hour or two away by train or high-speed ferry from southern Guangdong's booming manufacturing region, which channels its products to the rest of the world through Hong Kong's container port and its airport. Hong Kong companies employ an estimated 5 million workers in Guangdong province.

China's accession to the World Trade Organisation (WTO), and its growing affluence, present tremendous opportunities. However, although the Chinese market is lucrative, China's complex operating environment, its regional differences and language and cultural barriers, and its evolving rules and regulations continue to present business challenges.

Hong Kong's rules-based legal system and regulatory regimes, combined with its cultural, ethnic, and business ties to Mainland China, and its ideal location, make it the natural choice for companies interested in doing business in China. "Last year, more than 3,200 multinational corporations set up their regional headquarters or head offices in Hong Kong," reports Rosanna Ure, Director of the Hong Kong Economic and Trade Office. "Hong Kong is unquestionably the international business, financial and logistics centre of Asia, and the main gateway to China."

**For more information**, contact Shirley Wong, Principal Consultant, Hong Kong Economic and Trade Office (Canada), tel.: **(416) 924-5544 ext. 213**, e-mail: **Shirley\_wong@hketotoronto.gov.hk** Web site: **www.hketo.ca/trademission** or DFAIT's China and Mongolia Division, tel.: **(613) 996-0905**, e-mail: **pcm@dfait-maeci.gc.ca** 🌸

## Northwest Russia

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- Thomas Greenwood, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 992-8590**, e-mail: **thomas.greenwood@dfait-maeci.gc.ca** 🌸

(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on "The European Advantage".)

*"Trade Routes": Cultural trade officers behind the scenes*

## Spotlight on Canadian arts exports

Last November, International Trade Minister Pierre Pettigrew and Canadian Heritage Minister Sheila Copps announced the launch of Trade Routes, the newest addition to the "supporting cast" of export initiatives for Canada's arts and cultural sector. The Trade Routes program, a Canadian Heritage initiative, complements the multi-sectoral toolkit of export support programs managed by Team Canada Inc partners, including DFAIT and Industry Canada.

With a dazzling \$5 billion in goods and services exports in 2000 alone, Canada's arts and cultural sector is unquestionably a star performer on the international trade scene. Between 1996 and 2000, goods exports in the sector jumped 50%, and exports of services rose 30% — making arts and culture one of the fastest growing sectors in the Canadian economy.

Under the Trade Routes program, arts and culture specialists have joined the regular trade commissioner teams at DFAIT's missions in New York, Los Angeles, Singapore, Paris, and London, and are also working in International Trade Centres in Vancouver, Winnipeg, Toronto, Montreal, Halifax, and St. John's. Their role? To increase the visibility of Canadian arts and culture around the world, and to help Canada's arts community take full advantage of rapidly expanding international business opportunities.

### Supporting cast

DFAIT and its Team Canada Inc partners, in particular Canadian Heritage and Industry Canada, are already engaged in export promotion for Canada's arts and culture industry. The team is involved in activities in Aboriginal cultural industries; book

publishing and literature; contemporary crafts; media arts; film and television; multimedia; performing arts; sound recording and visual arts. As well, DFAIT's Arts and Cultural Industries Promotion Division offers financial assistance to professional Canadian artists and cultural organizations to help them showcase their work abroad. The Division also provides policy guidance to DFAIT, recommending ways to increase the impact of Canadian cultural events abroad and to get more international exposure for Canadian artists.

### Tools of the trade

As part of an international network that includes embassies, high commissions, consulates, and the Arts and Cultural Industries Promotion Division, DFAIT's cultural sector specialists can provide a wide range of programs and services. These officers are trained to provide foreign market information, market intelligence, and trade-development tools, and will organize trade missions and develop export strategies to help the Canadian arts and cultural community become part of international networks.

DFAIT also manages the Program for Export Market Development (PEMD)

for trade associations, which aims to increase export sales of Canadian goods and services — including arts and culture — by sharing the costs of international marketing activities with industry associations. Examples of cost-shared initiatives include the development of promotional material, the provision of market intelligence, industry representation at international trade events, organization of incoming foreign buyers' missions and mentoring programs.

And now, with the addition of Trade Routes to Team Canada Inc's export toolkit, Canada's arts and culture sector can expect even better reviews from the international business community.

**For more information** about Trade Commissioner Services for cultural exporters, contact Albert Galpin, Deputy Director, Business Development, Arts and Cultural Industries Promotion Division, DFAIT, tel.: **(613) 944-7009**, fax: **(613) 992-5965**, e-mail: **albert.galpin@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/arts/**

**For more information** about Trade Routes, visit: **www.pch.gc.ca/culture/routes/routes\_e.htm** ❁

## Seeking views on WTO market access

The Government of Canada is seeking the views of Canadians on market access for non-agricultural products in the current "Doha Round" of World Trade Organization (WTO) negotiations. "Non-agricultural products" refers to the full range of industrial goods, including forest and fisheries products. At the November 2001 Ministerial Meeting that launched the Doha Round, Canada's position was based on consultations which had been taking place since the lead-up to the Seattle Ministerial in 1999. Comments received in this current consultation will be used to further refine Canada's position. For background information on this aspect of the Doha Round and details for making submissions, refer to the Department of Foreign Affairs and International Trade Web site consultations page **www.dfait-maeci.gc.ca/tna-nac/consult-e.asp**

**For more information**, visit the July 13, 2002 *Canada Gazette*, at **http://canada.gc.ca/gazette** ❁

# Cultural events calendar

## ABORIGINAL CULTURAL INDUSTRIES

**PHOENIX, ARIZONA** — October 20-21, 2002 — **Fall Wholesale Indian Arts and Crafts Market** ([www.iaca.com/update/markets.htm](http://www.iaca.com/update/markets.htm))

**TORONTO, ONTARIO** — October 24-27, 2002 — **ImagineNATIVE Media Arts Festival** ([www.imagenative.org](http://www.imagenative.org))

## BOOK PUBLISHING

**GUADALAJARA, MEXICO** — November 30-December 8, 2002 — **Guadalajara International Book Fair** ([www.fil.com.mx](http://www.fil.com.mx))

## CONTEMPORARY CRAFTS

**CHICAGO, ILLINOIS** — October 25-27, 2002 — **SOFA Chicago** (International Exposition of Sculpture Objects and Functional Art) ([www.sofaexpo.com](http://www.sofaexpo.com))

## FILM, VIDEO, TELEVISION AND BROADCASTING

**MONTREAL, QUEBEC** — August-September 2002 — **World Film Festival** ([www.ffm-montreal.org](http://www.ffm-montreal.org))

**TORONTO, ONTARIO** — September 5-14, 2002 — **Toronto International Film Festival** ([www.e.bell.ca/filmfest](http://www.e.bell.ca/filmfest))

**HALIFAX, NOVA SCOTIA** — September 13-21, 2002 — **Atlantic Film Festival** ([www.atlanticfilm.com/index2002.html](http://www.atlanticfilm.com/index2002.html))

**VANCOUVER, B.C.** — September 26-October 11, 2002 — **Vancouver International Film Festival** ([www.viff.org](http://www.viff.org))

**CANNES, FRANCE** — October 7-11, 2002 — **MIPCOM** (International Film and Program Market for TV, Video, Cable and Satellite) ([www.mipcom.com](http://www.mipcom.com))

**MONTREAL, QUEBEC** — October 10-20, 2002 — **Montréal International Festival of New Cinema and New Media** ([www.fcmm.com](http://www.fcmm.com))

## MULTIMEDIA

**LONDON, U.K.** — August 27-29, 2002 — **ECTS Games Exhibition** ([www.ects.com](http://www.ects.com))

**BADDECK, N.S.** — October 10-13, 2002 — **Baddeck International New Media Festival** ([www.baddeckfest.com](http://www.baddeckfest.com))

**MILAN, ITALY** — October 24-28, 2002 — **SMAU Information and Communications Technology Exhibition** ([www.smau.it](http://www.smau.it))

## PERFORMING ARTS

**EDINBURGH, U.K.** — August 11-31, 2002 — **Edinburgh International Festival** ([www.eif.co.uk](http://www.eif.co.uk))

**CAPE BRETON, N.S.** — October 1-19, 2002 — **Celtic Colours International Festival** ([www.celtic-colours.com](http://www.celtic-colours.com))

**MONTREAL, QUEBEC** — November 7-17, 2002 — **Coup de coeur francophone** ([www.coupdecoeur.qc.ca](http://www.coupdecoeur.qc.ca))

**MONTREAL, QUEBEC** — November 19-23, 2002 — **CINARS** (International Exchange for the Performing Arts) ([www.cinars.org](http://www.cinars.org))

## SOUND RECORDING

**WINNIPEG, MANITOBA** — September 26-29, 2002 — **Prairie Music Week** ([www.prairiemusicweek.com](http://www.prairiemusicweek.com))

## VISUAL ARTS

**KASSEL, GERMANY** — June 8-September 15, 2002 — **Documenta** ([www.documenta.de](http://www.documenta.de))

**MONTREAL, QUEBEC** — September 26-November 3, 2002 — **Biennale de Montréal** ([www.ciac.ca/biennale2002/](http://www.ciac.ca/biennale2002/))

**BERLIN, GERMANY** — September 26-30, 2002 — **Art Forum Berlin** ([www.art-forum-berlin.de](http://www.art-forum-berlin.de))

**TORONTO, ONTARIO** — October 17-21, 2002 — **Art Toronto** ([www.tiafair.com](http://www.tiafair.com))

**PARIS, FRANCE** — October 24-28, 2002 — **FIAC** (Art moderne et art contemporain) (<http://fiac.reed-oip.fr>)

**COLOGNE, GERMANY** — October 30-November 3, 2002 — **Art Cologne** ([www.artcologne.de](http://www.artcologne.de))

*Back-to-back opportunities*

## COMDEX 2002

**SÃO PAULO, BRAZIL** — August 20-23, 2002 — **COMDEX/Sucesu-SP 2002** is one of Latin America's largest information technology (IT) marketplaces. The event attracts more than 400 exhibitors and over 130,000 visitors from all over Latin America. Buyers at **COMDEX/Sucesu-SP 2002** will be searching for:

- Software platforms and solutions;
- Networking and wireless technologies;
- eSolutions applications;
- Web tools and technologies;
- Digital imaging solutions;
- Telecommunications;
- Data security and storage; and,
- IT services.

### Canada Pavilion works

Canada Pavilions work as cost-effective and efficient marketing vehicles for entering international marketplaces and will allow exhibitors at **COMDEX/Sucesu-SP 2002** to focus on generating sales and

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## Softworld 2002

**CHARLOTTETOWN, PEI** — September 8-11, 2002 — The theme for **Softworld 2002** is "Where Great Ideas are Born". **Softworld** participants include hundreds of buyers, sellers, and facilitators from over 30 countries. Past participants have come from Europe, South America, and many parts of Asia-Pacific. This year, foreign delegations from India, China and Hong Kong have confirmed

participation. **Softworld 2002** will provide buyers with the opportunity to present challenges and ideas to those who are best positioned to meet their IT needs. **Softworld 2002** is designed to encourage productive networking and program structure to maximize matchmaking and networking opportunities between buyers and sellers.

The conference also provides an opportunity for IT sellers to hear from,

and present to, potential users or buyers about their business solutions or service offerings. Suppliers to buyers and sellers will also profit from new contacts and business relationships at **Softworld 2002**. The conference will feature government representatives, venture capitalists and industry associations.

**For more information** on recruitment, contact Aaron Baillie, Industry Canada, tel.: **(613) 990-4299**.

**For further information** on **Softworld 2002**, visit [www.softworld2002.com](http://www.softworld2002.com) or tel.: **(902) 569-7252**, fax: **(902) 894-3320**, e-mail: [info@softworld2002.com](mailto:info@softworld2002.com) ✳

*A market worth building on*

## Salon Maison Bois in France

**ANGERS, FRANCE** — October 4-7, 2002 — The **Salon Maison Bois** will be a great opportunity for Canadian business to expand in France.

Notwithstanding strong demand, the lack of supply is slowing the development of wooden house construction in France. Given the past success of the Salon, there is significant interest from the general public. According to a survey conducted by Ipsos in September 2001, 20% of households that obtained building permits were interested in wooden house construction. The lack of supply, however, is a constant impediment to the growth of this sector.

The market for wood-frame homes represents between 4 and 5% of all private housing, and has a much greater potential for expansion. The **Salon Maison Bois** has been very successful in France and the Canadian Embassy in Paris encourages the participation

of Canadian companies. Last year, 54% of all foreign businesses participating at the **Salon** were Canadian.

Canadian companies interested in being part of the **Salon** should contact Nadine Gaillardet, Target International, tel.: **(514) 683-8108**, fax: **(514) 683-0831**, e-mail: [targetinternational@sympatico.ca](mailto:targetinternational@sympatico.ca)

**For more information** on Quebec companies participating in the **Salon Maison Bois**, contact John K. Bingle, Société d'habitation du Québec, tel.: **(514) 873-9608**, fax: **(514) 873-2849**, e-mail: [johnkenneth.bingle@shq.gouv.qc.ca](mailto:johnkenneth.bingle@shq.gouv.qc.ca)

**For more information** on the housing materials sector in France, contact Cécile Bourdages, Commercial Officer, Canadian Embassy, Paris, tel.: **(011-33-1) 44-43-23-74**, fax: **(011-33-1) 44-43-29-98**, e-mail: [cecile.bourdages@dfait-maeci.gc.ca](mailto:cecile.bourdages@dfait-maeci.gc.ca) ✳

## COMDEX 2002

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expanding their business in Latin America.

**For preliminary information** in English, Spanish, and Portuguese, visit the **COMDEX/Sucesu-SP 2002** Web site ([www.comdex.com.br](http://www.comdex.com.br)) or contact Laird Greenshields, Mathieson Communications, Montréal, Quebec, tel.: **(514) 393-3252**, e-mail: [laird.greenshields@videotron.ca](mailto:laird.greenshields@videotron.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 Internet site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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