



CanadeXport



Hiroshima: The place to be

Taking business outside Japan's capital

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Any company wanting to do business in Canada does not need to be based in Toronto or Vancouver. The same is true for Japan. Generally, Canadian firms tend

to concentrate on Tokyo and Osaka but there are advantages to a more regional approach in expanding existing business in Japan, or to enter the market for the first time. Hiroshima, an often overlooked city in the Chugoku region of southern Japan, is an exciting centre of opportunity outside of the capital.



Aerial view of Hiroshima

The Chugoku Region

Located at the southwestern end of Honshu (the main island), the Chugoku region has a population of 7.8 million people. The regional economy is

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Nominate a winner or apply to be one

Canada Export Awards 2003

Since 1983, the Government of Canada has recognized outstanding exporters from across Canada through **Canada Export Awards**. You can nominate companies by completing the on-line nomination form no later than **January 31, 2003**. Firms may also apply—deadline for applications is **March 31, 2003**—without having been nominated. Companies

must be based in Canada and have been exporting goods or services for at least three years.

For more information on the Canada Export Awards Program—this year will be its 20th anniversary—the eligibility criteria, and the on-line nomination and application forms, go to **www.infoexport.gc.ca/awards-prix** 🍀



Supplement
CANADIAN TRADE REVIEW
(see insert)

CCC's Atlantic Roadshow

Helping companies maximize export opportunities

In an effort to increase support for Canadian exporters in Atlantic Canada, Canadian Commercial Corporation (CCC) hosted a series of business events in mid-November to deliver a series of presentations aimed at helping companies maximize their export opportunities in the United States and abroad.

Events were held in: St John's, Newfoundland, supported by the Newfoundland and Labrador Association of Technology Industries;

Summerside, Prince Edward Island, supported by Slemmon Park Corporation; Halifax, Nova Scotia, supported by Atlantic Canada Opportunities Agency (ACOA); and Fredericton, New Brunswick, supported by Business New Brunswick.

"One of the greatest challenges companies face today is finding new buyers and exploring new boundaries for their products," said Tom DeWolf, Manager, Market Opportunities Development, CCC. "CCC specializes in helping make that introduction between foreign buyers and Canadian exporters and working with them on their export projects to negotiate contracts built on the best possible terms and conditions," adds DeWolf.

Each event included a networking breakfast, discussions, a general presentation on CCC and how its service offerings assist Canadian companies to maximize their export opportunities. In addition, there were presentations on the following:

CCC's GSA initiative

CCC is developing two special programs to help Canadian exporters gain access to opportunities through the General Services Administration (GSA). The GSA is the central procurement arm of the U.S. federal government. It is responsible for making billions of dollars in purchases every year on behalf of U.S. government departments and agencies.

Deepwater

Deepwater is an acquisition program to upgrade all assets of the United States Coast Guard (USCG) with state-of-the-art equipment. The USCG awarded the contract of managing the Deepwater program to Integrated Coast Guard

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts which provide access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence, and contracts.

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

Systems. CCC will participate in Deepwater by sourcing Canadian suppliers and assisting these suppliers in the registration process for the program—the USCG committed US\$17 billion to Deepwater.

Aerospace and defense

As Canada's export contracting agency, CCC specializes in sales to governments and other buyers outside of Canada and is one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA).

A Special Announcement

During the event in New Brunswick, Hugh O'Donnell, CCC's Executive Vice President, Business Development and Operations, signed a Memorandum of Understanding with Norman Betts, Minister of Business New Brunswick (BNB), formalizing co-operation between the two organizations that

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Circulation: **60,000**

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www.infoexport.gc.ca/canadexport

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CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division.

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

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Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, ON K1A 0G2.

ISSN 0823-3330

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Invest in regional life sciences conference

S EATTLE, WASHINGTON —
March 10-11, 2003 — The
second annual **Invest**

Northwest conference will showcase leading edge research and product developments from life sciences companies clustered in the Pacific Northwest region of Washington, Oregon, British Columbia and Alberta.

This cross-border event is sponsored by the Washington Biotechnology and Biomedical Association in collaboration with BC Biotech, BioAlberta and the Oregon Biosciences Association. Eighty seven companies—28 from Canada—have applied to present their latest research findings and tell their corporate stories to an expected audience of 500 members of the life sciences and investment community.

Canadian and U.S. companies come together

This conference is designed to facilitate exposure for the growing number of biotechnology and biomedical companies located in the Pacific Northwest. The area is host to some 320 biotech and biomedical companies and fits the successful cluster profile; it has strong universities and other research organizations that have good track records for garnering research funding and for spinning off start-up companies.

Invest Northwest presenters, both public and private companies, are seeking contacts, alliances, research collaboration, and most importantly, funding from venture capital firms, investment banks, fund managers and analyst followings.

The region gives Canadian companies the opportunity to be on a level playing field with U.S. counterparts in pitching their business and research strategies. Particularly for smaller companies, Invest Northwest creates a

conducive environment for networking, observing established companies and for meeting with investors who follow the larger firms.

Who will be there?

Isotechnika from Edmonton is planning to bring several executives to take advantage of pre-arranged investor meetings. They will be discussing their lead drug which is designed for the prevention of organ rejection following transplants and for the treatment of autoimmune diseases such as rheumatoid arthritis and psoriasis. Isotechnika has a global research and co-development agreement with Roche.

Angiotech Pharmaceuticals from Vancouver will provide an update on its drug-eluting stents and other developments in the drug-device combination arena. **Xenon Genetics** in Vancouver has identified more clinically validated disease-related genes than any other company in its field and is working to develop pharmaceutical-based therapies in the areas of cardiovascular, metabolic and neurological diseases.

NeuroMed, also from Vancouver, recently opened an office in San Francisco and is developing programs for next generation drugs in chronic pain, anxiety, stroke and epilepsy.

ID Biomedical, with offices in Seattle and Vancouver, is developing sub-unit vaccines for the prevention of a number of different diseases, including those caused by A Streptococcus and an intranasally administered flu vaccine.

Stressgen Biotechnologies, located in Victoria and San Diego, is focused on innovative stress protein immunotherapies for viral infections and related cancers. **SemBioSys Genetics**, located in Calgary, is working in the area of plant biotechnology with oleosin/oil body based biologics for

the cost effective production of recombinant proteins.

Other firms will be chosen by the selection committee and the final list of 70 participants will be posted at www.investnorthwest.org Keynote lunch speakers include Mark Edwards of Recombinant Capital and Jay Hagen of Amgen, to discuss best practices in alliances and mergers and acquisitions, and an investor panel headed by Rod Ferguson of JP Morgan Partners.

For more information, contact Jane Shaw, Business Development Officer, Canadian Consulate General in Seattle, tel.: **(206) 770-4081**, e-mail:

jane.shaw@dfait-maeci.gc.ca 🌟

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.dfait-maeci.gc.ca/nebs/menu-en.asp

CCC — continued from page 2

will assist New Brunswick-based exporters to successfully gain access to international markets.

CCC and BNB will develop mechanisms designed to foster co-operative initiatives with respect to international business development. Mechanisms include marketing activities, training programs, information sharing, and product and service development. Also, as part of the agreement, BNB assigned an officer who will be dedicated to the CCC portfolio on an as-needed basis and CCC in turn will provide that officer with CCC support and material.

For more information on how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191**, or visit www.ccc.ca 🌟

Setting the tone for Montreal

Canadian food products win gold at SIAL Paris

The *International Food Products Exhibition (SIAL)*, held in Paris in October 2002, attracted 41 Canadian companies—the largest-ever Canadian pavilion at SIAL. The 5,240 exhibitors from 98 countries were visited by 135,000 food and drink industry professionals, half of them from outside of France. According to Denis Paradis, Secretary of State (Latin America and Africa) (Francophonie), representing Lyle Vanclief, Minister of Agriculture and Agri-Food, SIAL was “the forum of choice for showcasing the latest innovations in agri-food products.”

Two Canadian companies attracted particular attention: **Loblaws Brands Ltd.** received the ‘Global SIAL d’Or’ award for its Easy-Carve semi-boneless turkey with cranberry stuffing—the first time a Canadian product has won such an honour. The other company, **La Face Cachée de la Pomme**, was honoured for its ice cider, Neige, in the ‘Trends and Innovations’ category.

In addition, Jean Soulard, chef at the Fairmont Château Frontenac in Quebec City, did an outstanding job showcasing Canadian products, preparing delectable treats for visitors to the



Raymond Chrétien (left), Canada's Ambassador to France, with Hervé Gaymard, French Minister of Agriculture, Food, Fisheries and Rural Affairs, at the official opening of the Canadian pavilion at SIAL 2002 in Paris

Canadian pavilion and participants in the networking activity organized for Canadian exhibitors and major international buyers.

SIAL was also the venue for the launching of the ‘Canadian Corner in France’ pilot project. The purpose of the project is to position Canadian products in France’s large food retail stores. To date, 127 products from 27 companies have been pre-selected and were on display at the event.



The exhibition also afforded Canadian companies the opportunity to meet individually with some 30 trade commissioners and commercial officers from Canadian missions in Europe, the Maghreb and the Middle East to discuss opportunities in other markets.

The Canadian pavilion received a steady stream of visitors, enabling Canadian exhibitors to show their products to a large number of people. Preliminary estimates place Canada’s on-site sales at approximately \$2 million, and sales for the 12 months following SIAL are expected to reach nearly \$10 million.

This augurs well for the next event, **SIAL-Montreal**, to be held from **April 2 to 4, 2003**. For more information, go to www.sial.fr/planisphere_uk.htm 🍀

Get connected

ITU Telecom World 2003

GENEVA, SWITZERLAND — October 12-18, 2003 — The **International Telecommunications Union (ITU) Telecom World 2003** is the most important and influential event in the telecommunications sector. Exhibitors will have the opportunity to display their latest technology from the telecommunications, information technology and audio-visual entertainment fields to over 200,000 professional visitors.

The Department of Foreign Affairs and International Trade (DFAIT) and Industry

Canada invite Canadian companies to exhibit at the Canadian pavilion. Exhibitors can take advantage of a spacious lounge, meeting rooms, communications facilities, and a press office.

For more information, go to www.dfait-maeci.gc.ca/trade/missions/oltm/menu-en.asp or contact Ouafâa Douab, Industry Canada, tel.: **(613) 990-4216**, e-mail: douab.ouafaa@ic.gc.ca or Louise Giguère, DFAIT, tel.: **(613) 996-1892**, e-mail: louise.giguere@dfait-maeci.gc.ca 🍀

SIAL Montreal 2003

MONTREAL — April 2-4, 2003 — **SIAL** is the premier exhibition for professionals in the North American food, beverage, wine and spirits sectors, and organizers anticipate the participation of 800 exhibitors (680 in 2001) from 50 countries (40 in 2001) and an expected attendance of 15,000 visitors (12,500 in 2001).

Arriving from various posts around the world, more than 50 officers from DFAIT’s Trade Commissioner Service will be in attendance to make Cana-

continued on page 7 — SIAL

Food and Hospitality China 2003

B EIJING, CHINA — March 4-6, 2003 — Beijing's **Food and Hospitality China 2003 (FHC Beijing 2003)** will focus on the food, drinks, hospitality, food service, bakery and retail industries. Preparations are underway for a major Canadian presence at FHC Beijing 2003, supported by the Canadian Embassy in Beijing.

Established in 1994, the annual Shanghai-based FHC Beijing 2003 exhibition is recognised as the premier food and hospitality event for all of

China. Building on this success, FHC Beijing 2003 offers industry a direct line to the explosive growth in the hospitality and retail markets of North China—a fast-developing region thanks to booming local economies and rising consumer incomes. Also, China's entry to the World Trade Organisation and news of Beijing hosting the 2008 Summer Olympics make this city and its surrounding region a lucrative growth market.



For more information on trade and market intelligence, contact Gordon Parsons, Counsellor (Commercial), Canadian Embassy in Beijing, e-mail: gordon.parsons@dfait-maeci.gc.ca or

Brandon Geithner, Trade Commissioner, DFAIT, e-mail: brandon.geithner@dfait-maeci.gc.ca **For more information** on FHC Beijing 2003, go to www.fhcbeijing.com

To book your booth in the Canadian pavilion at FHC Beijing 2003, contact Anne Heath, Project Manager, UNILINK, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: ah@unilinkfairs.com 🍀

Hiroshima — *continued from page 1*

roughly the same size as Belgium's (based on GDP figures of approximately \$370 billion in 2001), yet it is squeezed into a land area equal to 3.4% of British Columbia. The costs of doing business there are generally lower than in Tokyo or Osaka; labour, warehouse/distribution rental, and land costs are roughly 30 to 40% cheaper.

Hiroshima

The public sector in Japan has recognized the need for promoting the region as a place to do business by creating a number of government support mechanisms to assist foreign enterprises in setting up their operations. The City of Hiroshima—with a population of 1.1 million and 3 million for the Hiroshima prefecture—has a bilingual Canadian on staff ready to assist interested companies. (For more information, contact Chris Keeffe, Supervisor, Foreign Business Promotion, City of Hiroshima, tel.: **(011-81-82) 504-2241**, fax: **(011-81-82) 504-2259**, e-mail: keeffe@city.hiroshima.jp)

In September 2000, the Canadian Embassy in Tokyo opened a trade section in the Office of the Honorary Consul in Hiroshima with a mandate to help Canadian businesses take advantage of emerging opportunities and forge new partnerships with Hiroshima firms. Other aims include deepening Canadian knowledge and understanding of Hiroshima, advising Hiroshima businesses regarding Canadian capabilities, exploring opportunities for mutual investment, and organizing events such as missions, trade fairs and seminars.

Opportunities

In the past two years, several Hiroshima companies have formed solid relationships with Canadian companies. The City of Hiroshima and the Japan External Trade Organisation sent a five-company biotech/environmental technology mission to Montreal last fall, resulting in serious negotiations for technology sharing agreements

and for exporting Canadian technology to the Hiroshima area.

Other deals between Canadian and local house builders, aerospace companies, food importers and clothing retailers have been completed, further proof of the range of opportunities that exist for Canadian companies in the Hiroshima area.

From **February 7 to 9, 2003**, Canadian companies that manufacture innovative assistive devices can display their products and information at the Canada booth of the **Chugoku-Shikoku Business Fair**.

The event will attract buyers from all over Western Japan.

For more information on this fair and opportunities, contact Scott McKeeman, Commercial Officer, Office of the Honorary Consul in Hiroshima, tel./fax: **(011-81-82) 211-0505**, e-mail: ctohiroshima@gol.com Web site: www.infoexport.gc.ca/ie-en/Office_Selection.jsp?cid=515 🍀

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan".)



SOFTWARE MISSION TO GUADALAJARA AND MONTERREY

GUADALAJARA AND MONTERREY, MEXICO — February 17-20, 2003 — The Canadian Consulates in Guadalajara and Monterrey are organizing a trade mission for Canadian software companies. The objective is to introduce these companies to potential buyers and to provide a better knowledge of the existing software market in the two largest cities in Mexico after Mexico City.

The Mexican information technologies (IT) market represents \$9 billion in annual purchases. Despite the economic slowdown, corporate

purchases of IT have grown steadily for most industries.

The focus of the mission will be one-on-one meetings with potential buyers and distributors in both cities. In addition, seminars and networking activities will enhance the understanding of the market and the access to local business people.

For more information, or to register, contact Gilles Tassé, Trade Commissioner, DFAIT, tel.: **(613) 944-0699**, e-mail: gilles.tasse@dfait-maeci.gc.ca 🌟

SIAL Montreal 2003 — *continued from page 5*

dian companies aware of export opportunities in each officers' respective country. For advice on how to do business internationally, meet these specialists during the **Export Café** on Thursday, **April 3**.

A number of speakers will be there to discuss trade issues and facilitate a better understanding of their respective sectors. Topics include: Canadian regulations in the area of food safety; understanding why KPMG considers Canada the best place in the world to invest; and learn about the Customs-Trade Partnership Against Terrorism

Program (C-TPAT) by United States Customs.

For more information or to register for these activities, e-mail infocafeexport@agr.gc.ca or call **(514) 283-3815 ext. 513**. As space is limited, pre-registration is mandatory. Priority will be given to exhibitors on a first-come, first-served basis.

For more information on SIAL Montreal 2003, go to **www.sialmontreal.com** and to access DFAIT market reports on the agriculture, food and beverages sectors, go to **www.infoexport.gc.ca** 🌟

Multisector visits to India

DELHI, MUMBAI, and BANGALORE, INDIA — February 5-13, 2003 — The Canada-India Business Council and Ontario Exports Inc. are organising an infrastructure/transportation mission to the **India Infrastructure Show**. The Ontario delegation will be led by Jim Flaherty, Minister of Enterprise, Opportunity and Innovation.

During this period, Dr. Arthur Carty, President of the National Research Council (NRC), and senior scientists from NRC research institutes will be visiting Delhi where Dr. Carty will speak at **Biotech India 2003** (February 5-8). They will also visit Bangalore and Mumbai where Dr. Carty will speak at the **National Association of Software and Service Companies Conference** (February 11-14). In addition to profiling Canadian R&D expertise at these events, the visit will serve to promote linkages between Canadian and Indian institutes for future collaborative science and technology programs.

For more information, contact the Canada-India Business Council, tel.: **(416) 214-5947 ext. 21**, e-mail: info@canada-indiabusiness.ca Web site: www.canada-india-business.ca 🌟

Canada-Costa Rica Free Trade Agreement

On November 1, 2002, International Trade Minister Pierre Pettigrew and Costa Rican Foreign Trade Minister Alberto Trejos met to officially bring into force the Canada-Costa Rica Free Trade Agreement. The meeting took place in Quito, Ecuador, at the Free Trade Area of the Americas ministerial meeting.

"Canadian exporters can begin to take advantage of this agreement," said Minister Pettigrew. "It provides a balanced market access package that will bring significant benefits

to both countries and it marks a step forward for future cooperation."

The agreement, signed in April 2001, gives better access to the Costa Rican market for Canadian fish, paper products, auto parts, plastics, wood and agricultural goods. It will also reduce red tape and border procedures for Canadians doing business in Costa Rica. Two-way merchandise trade between Canada and Costa Rica reached \$250 million in 2001.

Taking into account the differences in levels of development and size of the two economies, Canada will liberalize

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Trade fairs calendar

AGRICULTURE, FOOD, BEVERAGE

AUKLAND, NEW ZEALAND — August 24-26, 2003 — The **New Zealand National Hospitality Show** is the largest food service and hospitality industry event in New Zealand. **For more information**, contact Pierre-André Cusson, Trade Commissioner, Canadian Government Trade Office in Auckland, tel.: **(011-64-9) 309-3690**, e-mail: **pierre-andre.cusson@dfait-maeci.gc.ca** Web site: **www.nationalhospitality.co.nz**

BUILDING PRODUCTS

SYDNEY, AUSTRALIA — May 25-28, 2003 — Join the Canadian pavilion at **Designbuild**, Australia's largest building and design exhibition, at-

tended by more than 17,500 designers, builders, architects, developers, engineers, merchants and key decision makers. **For more information**, contact Robert Grison, Director of Operations, Canadian Export Development Inc.(CEDI), tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: **cced@sympatico.ca**

INFORMATION TECHNOLOGY

NANJING, CHINA — April 9-12, 2003 — The **China International Electronic Information Technology Fair 2003** is the first information technology exhibition launched by the Chinese government. **For more information**, go to **www.ITchinaexpo.com**

Guatemala catalogue show

GUATEMALA CITY, GUATEMALA — February 4-7, 2003 — Following the success of a catalogue show in November 2001, the Canadian Embassy in Guatemala is planning another on its four priority sectors for Guatemala: environment, agriculture, food and beverages, and construction.

The show's main objective is to support Canadian companies that wish to introduce their products, technology or services to the Guatemalan market.

There is no cost involved for the participating companies. To participate, send the Canadian Embassy in Guatemala 25 copies of your

catalogues, brochures, or CD's, to the following address: Sección Comercial, Embajada de Canada, 13 Calle 8-44, Zona 10, Plaza Edyma, Nivel 8, Ciudad de Guatemala 01010, Guatemala, C. A.

Also, send business cards or a brief note with a contact name attached to the brochures, catalogues and/or CD's.

For more information, contact Christine Luttman, Commercial Officer, Canadian Embassy in Guatemala, tel.: **(011-502) 333-6102**, e-mail: **gtmla-td@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/guatemala/** 🌟

OCEAN TECHNOLOGIES

TRONDHEIM, NORWAY — August 12-15, 2003 — **Aqua Nor 2003** is an international aquaculture trade show focused on equipment and services.

For more information, contact Barbara Thorjussen, Commercial Assistant, Canadian Embassy in Oslo, tel.: **(011-47) 2299-5300**, fax: **(011-47) 2299-5301**, e-mail: **barbara.thorjussen@dfait-maeci.gc.ca** Web site: **www.aqua-nor.com** 🌟

Costa Rica

— *continued from page 7*

its market more quickly than Costa Rica. For example, in market access, Costa Rica will eliminate tariffs immediately on 67% of its tariff lines, but over a period of 14 years on remaining goods. Canada will provide immediate duty-free access to 86% of its tariff lines, with remaining goods subject to tariff elimination over a period of only eight years.

Separate Canada-Costa Rica agreements on environmental and labour cooperation also came into force on November 1, ensuring that respect for environment and labour laws is kept as a vital component of the economic prosperity that comes with trade liberalization.

For more information, visit **www.dfait-maeci.gc.ca/tna-nac/Costa_Rica-e.asp** 🌟

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Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Web site at **www.dfait-maeci.gc.ca**

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