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TRADE + INVEST + PROSPER

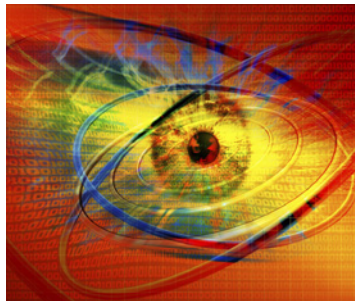
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▶ TOP STORIES

Canadian security firm ranks tops with U.S. brass

Mobile Detect Inc. is tapping into opportunities in and around San Diego and Colorado Springs—American hubs for the security sector. But the high point came showing their technology to the U.S. Joint Chiefs of Staff. You don't do this without help from some top guns. [see page 3](#)



Does your trade fair measure up?

International trade fairs are popular ways for entrepreneurs to promote their products and services, attract investment or partners, and glean important market information on the ground. But participation alone will not guarantee success. Here are 10 quick ways to measure success. [see page 5](#)

An entrepreneur's winning mantra for success

Ask Tanya Shaw Weeks what it takes to succeed in the global marketplace and she will tell you to ask as many questions as you can all the time. As President and CEO of Unique Patterns Design Ltd., Weeks should know. After 10 years of exporting, 93% of her company's sales are made in foreign markets. [see page 4](#)



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Canada's merchandise exports reached a record high of \$440.2 billion in 2006. Of these, the vast majority (81.6%) were destined for the U.S. However, U.S. dominance has decreased in the past few years, down from the peak of 87.1% in 2002. [see page 7](#)

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Canada to play at Tokyo Game Show

Tokyo, September 20-23, 2007 > Japan is the largest per capita producer and consumer of console video games and its huge 3G mobile network makes it one of the largest mobile gaming environments in the world.

That's why Canadian mobile content developers and publishers, as well as providers of development tools, middleware and service providers for console and online games, should consider attending the **Tokyo Game Show**, a great place to conduct business-to-business meetings with Asian companies and to find partners in the region.

The Canadian Embassy in Tokyo, in collaboration with Canada Games and the governments of Ontario and Quebec, will be organising the Canadian pavilion.

In addition to the pavilion, the embassy will arrange business matchmaking meetings on the margins of the show, including a seminar featuring Canadian companies, one-on-one business meetings and networking events which will

provide Canadian participants with opportunities to meet key players of the interactive content industry.

More than 40 potential buyers from northeast Asia are expected to attend the business matchmaking activities, and they include some of the largest game publishers in the world like Capcom, Sega, Konami, Square-Enix, Sony Computer Entertainment, Bandai-Namco, Gamania, Gung-Ho and many more.

Last year's fair attracted over 220 companies and about 200,000 visitors.

Since the official registration deadline has already passed, the remaining space will be offered on a first-come, first-served basis. Take advantage of this excellent opportunity to explore one of the most important gaming markets in the world.

For more information, go to the official Tokyo Game Show website at <http://tgs.cesa.or.jp/english>, or contact Stéphane-Enric Beaulieu, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6232, fax: (011-81-3) 5412-6250, email: stephane.beaulieu@international.gc.ca. ◀

Dig deep in Algeria

Algiers, December 2-4, 2007 > Algeria's Ministry of Energy and Mines is organizing **CIRMA**, the country's first international conference on mineral resources.

This event is designed to inform investors about the potential of Algeria's mining sector.

The conference will allow companies, metallogenists, engineers, investors, financial backers and decision makers in the industry to discuss mineral resources and the ways and

means of fostering investment in this area, particularly in mineral exploration. Participants can attend workshops that will focus on topics like potential development strategies for mineral exploration and ways to invest in the development of uranium, diamond, gold, phosphate and iron.

Also, a permanent exhibition will allow companies and other organizations to present their products and services.

For more information, go to www.mem-algeria.org, or contact the Canadian Embassy in Algiers, email: alger-td@international.gc.ca. ◀

GENERAL INFORMATION

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Canadian security firm ranks tops with U.S. brass

Mobile Detect Inc. is a Canadian company that develops cost-effective counter-terrorism systems to protect airports, infrastructure and communities from radiation threats. Its products measure radiation, distinguish between threats and non-threats and send this information to security responders in real time.

Not surprisingly, Mobile Detect is in a growing industry sector these days and, according to company president Chris Clarke, the United States is a very important market. And the Canadian Trade Commissioner Service is helping them make their mark there.

Clarke and company CEO, Dr. Robert McFadden, met Janice Vogtle, a trade commissioner from the Ontario Regional Office in Toronto, at an industry event and were immediately impressed.

“We met numerous times,” says Clarke. “Janice wanted to get a feel for our business and for our expansion plans into the U.S. She identified several key locations, put us in touch with Canadian trade commissioners there, and arranged for them to meet us when they were visiting Ottawa and Toronto.”

This is how Mobile Detect established strong working relationships with Canadian trade commissioners in San Diego and Colorado Springs—both hubs for security companies because of the intelligence and military assets located there.

“It took a while but because of her persistence, understanding and energy, links were created and this is how we met our key U.S. partners.”

One of the high points of their short company history was their participation at an event in 2006 called Coalition Warrior Interoperability Demonstration. Organized by the U.S. Joint Chiefs of Staff, it’s an annual field exercise to test new and emerging technologies.

“Fewer than 40 companies were invited to take part in the event,” says Clarke, “and Mobile Detect was the only Canadian company designated a top performer—I can’t overstate the importance of the ranking.”

McFadden says Sean Barr, a trade commissioner in San Diego, played an important role in creating such opportunities.

“Sean is so active in the business security field there. He sits on committees and helps organize industry summits—he is someone who reaches out and builds relationships so that Canadian companies can draw on them.”

It was through such a summit that Mobile Detect met its key American partner, Cubic Corporation, with whom they are developing a proposal for another major initiative.

“Our proposal is stronger because the Trade Commissioner Service linked us up with Cubic. We are now able to draw in major corporations such as General Electric to partner and provide substantial power to solve problems.”

The company has had similar fruitful experiences in Colorado. Nathalie Couture, the trade commissioner in Denver at the time, introduced them to contacts and invited them to attend the Homeland Defense Symposium. At the symposium, Mobile Detect received extensive American media coverage.

“This was, to a great extent, the result of the trade commissioner’s efforts,” says Clarke. “Nathalie made sure there was a strong Canadian contingent at the symposium and she directed traffic our way.”

“We view the trade commissioners as an extension of Mobile Detect—they are our champions. They’ve taken an active role in helping us get established in the United States, and they have the market intelligence to get results.”

For more information, contact Chris Clarke, President, Mobile Detect Inc., tel.: (416) 880-9960, email:

cclarke@mobiledetect.com, website: www.mobiledetect.com. ◀



Mobile Detect equipment is deployed on a street lamp as part of a City of Colorado Springs pilot program to detect radiological materials in passing vehicles that could be used in weapons or other radiological contraband.

An entrepreneur's winning mantra for success

Ask Tanya Shaw Weeks what it takes to succeed in the global marketplace and she will tell you to ask as many questions as you can all the time.

“Don't be shy. There's a lot of information out there to tap into that is very helpful,” she says.

As President and CEO of Unique Patterns Design Ltd., Weeks should know. After about 10 years of exporting, 93% of her company's sales are made in foreign markets.

She established Unique Patterns in Dartmouth, Nova Scotia, in 1994. The company uses proprietary software developed by Tanya and engineers at Dalhousie University's ID Laboratory to provide custom-made clothing patterns to over 12,000 home-sewing customers.

It is the only company in North America offering this type of service. Unique Patterns currently exports to the United States, Singapore, Japan, Austria and England.

Across Canada, women entrepreneurs like Weeks are taking their products and services to the world. And like her, they are asking questions and seeking information to enhance their export success.

It is estimated that between 10,000 and 40,000 businesses in Canada owned by women or jointly-owned with women are exporting and this accounts for close to 40% of their total sales. Seventy-four percent of these exporters are making sales in the United States, while 60% have exported to Asia and slightly fewer have made sales in Europe.



One Canadian entrepreneur says that to succeed in the global marketplace, you have to ask a lot of questions.

These statistics are all the more impressive considering that more than half of women exporters indicate that they encounter export challenges specific to their gender. These include cultural differences and not being taken seriously as business owners.

Canadian businesswomen also encounter other challenges, including a lack of support networks, cash flow problems, obtaining information on foreign markets and dealing with foreign laws and regulations.

Weeks sought help from diverse government services to overcome some of these obstacles.

Like many entrepreneurs, she tapped into the knowledge and assistance Industry Canada and the Canadian Trade Commissioner Service. She consulted with trade commissioners

throughout the United States to identify opportunities and potential customers.

In response, both to the growing number of women exporters in Canada and the special concerns women have regarding business in foreign markets, Foreign Affairs and International Trade Canada developed a **businesswomen in trade website**.

The site includes essential tools to make exporting simpler and to provide information on potential markets, trade leads and assistance programs. Women interested in trade missions, conferences and export workshops will find the calendar of events beneficial.

For more information, go to www.international.gc.ca/businesswomen, www.exportsource.ca and www.infoexport.gc.ca. ◀

Measuring your international trade fair success

Trade fairs are popular ways for entrepreneurs to promote their products and services, attract investment or partners, and glean important market information on the ground. But participation alone will not guarantee success. *CanadExport* looks at 10 quick questions to ask yourself in order to measure the success of an international trade fair experience.

1. Did you raise awareness of your company, its products or services?

You can get a rough idea of your successes in this regard by counting the number of people who visited your booth, as well as those who attended your presentations or demonstrations.

2. Did you secure business leads?

How many people exchanged business information with you? While these leads will keep you busy when you return from the trade fair, it is critical that you follow up on them promptly.

3. Did you sell products/services or take orders?

While business of this nature is not conducted at all trade fairs, sales and orders are an excellent measure of success. You can measure this criterion in terms of both the number of orders taken and the value of those orders.

4. Did you meet with existing customers?

If the event is held in a market in which you are currently conducting business, it is good practice to advise your existing customers that you will be attending and offer to make arrangements to meet with them.

5. Did you conduct market research?

Trade fairs are excellent venues to obtain feedback on your products or services. This is primary research, which is typically expensive and time consuming to conduct by other means. The trade fair provides you with a captive and knowledgeable audience from which to solicit opinions and suggestions.

6. Did you learn about your competitors?

International trade fairs, particularly those that focus on a particular industry or industry sector, bring a large number of competing firms into a small space. All of these



firms are intent on demonstrating their latest and greatest offerings. What better opportunity exists for conducting competitor intelligence? You can measure your success by the number of competitors analysed as well as the quality and relevance of the information that you gathered.

7. Did you secure any contracts?

Not all trade fairs present opportunities for contractual agreements, but they can lay the groundwork for future contracts. You can determine the value of the trade show by the value of the contracts directly or indirectly generated as a result of your participation.

8. Did you find strategic partners?

International trade fairs are ideal venues for meeting prospective foreign and local partners or finding leads for qualified candidates. They event can also be used to conduct initial interviews with potential partners.

9. Did you learn more about your industry and future trends?

Whether it's new technologies, new players in the industry or economic developments in a potentially lucrative foreign market, international trade fairs are saturated with information relevant to your business. Did you gather valuable information to help your operation gain a competitive advantage in the future?

10. Did you acquire new products, technologies or processes to improve your business?

International trade fairs are open windows into the best practices in the industry. It is your opportunity to learn from the best and acquire the tools you need to raise your export efforts to the next level.

For more information, go to the Government of Canada's guide *Successful International Trade Show Marketing*, available online at www.exportsource.ca/tradeshow.

Serve it up at Chinese food exhibition

Shanghai, November 14-16, 2007 > **Food & Hotel China** is one of the longest running international food exhibitions in China.

This year's show is dedicated to the Chinese food and hospitality markets and will feature exhibits of wine and spirits, confectionery and baked goods, as well as the dynamic hospitality and retail technology sectors.

The Canadian Consulate General in Shanghai, along with Agriculture and Agri-Food Canada, will once again organize a Canadian pavilion. Companies are invited to exhibit.

Canadian exporters can learn about the Shanghai market and network with key local buyers and agents from the Yangzi

Delta region, as well as the rest of the country. In 2006, 29 companies in Shanghai imported Canadian food products regularly and interest is increasing rapidly.

Moreover, Canadian agriculture and agri-food products are recognized in China for their safety and high quality.

For more information, go to [Canada's Food and Hotel China website](#) or contact Dora Wang, Canadian Consulate in Shanghai, tel.: (011-86-21) 6279-8400, fax: (011-86-21) 6279-7456, email: dora.wang@international.gc.ca, or Blair Gowan, Agriculture and Agri-Food Canada, tel.: (613) 759-7524, fax: (613) 759-7506, email: gowanb@agr.gc.ca. ◀

Pollutec takes on the environment

Paris, November 27-30, 2007 > **Pollutec** is an international environmental trade fair and provides an opportunity for Canadian entrepreneurs to identify business opportunities and possible technological partnerships in this expanding sector.

Participants can meet with decision makers and consultants from Europe and beyond to discover the latest trends in the environmental and sustainable development areas. Pollutec also combines regulatory and technical information, training and solutions that allow participants to learn about the new challenges of this sector and how to respond to them effectively.

Trade officials say this show has not only enabled many Canadian entrepreneurs to develop a broad network of contacts but also to sign commercial contracts. A number of these companies have also established a presence in France, like Biogénie, Comporec and Odotech.

The Canadian Trade Commissioner Service is organizing a networking event at Pollutec, which will provide an overview of business opportunities and advice on how to approach the market.

Pollutec is expected to attract more than 1,500 exhibitors and over 40,000 visitors to Paris.

For more information, go to www.pollutec.com and contact Musto Mitha, Canadian Embassy in Paris, email: musto.mitha@international.gc.ca.

See Brazil down the pipeline?

Rio de Janeiro, October 2-4, 2007 > **The Rio Pipeline Conference and Exhibition** is the largest international oil and gas pipeline event in Brazil.

The conference and exhibition will allow participants to do business, catch up on technological advances in this sector, share their experiences and learn about pipeline projects in progress.

The Canadian Consulate General in Rio de Janeiro invites Canadian entrepreneurs to participate. A workshop will be organized during Rio Pipeline where Canadians will have the chance to present their capabilities to a select audience in the pipeline sector.

The Brazilian pipeline market is undergoing a period of rapid growth. State-run Petrobras (www.petrobras.com.br) which owns and operates over 30,000 kilometres of pipelines in Brazil, will invest more than \$6 billion in the construction of some 8,000 kilometres of new pipelines from 2007 to 2012. Another \$19 billion will be spent in the development of natural gas production in Brazil's recently discovered offshore gas fields.

For more information, go to www.riopipeline.com.br, or contact Nadine Lopes, Canadian Consulate General in Rio de Janeiro, tel.: (011-55 21) 2543-3004, ext. 3353, fax (011-55-21) 2275-2195, email: nadine.lopes@international.gc.ca, website: www.canada.org.br. ◀

Gear up for French road congress

Paris, September 17-21, 2007 > A Canadian pavilion is in the works for the **World Road Congress**, a road infrastructure event, and this year's theme is sustainable development.

Organized by Transport Canada and the Canadian National Committee of the World Road Association, the pavilion is geared to all Canadian road stakeholders—governments, the private sector, associations and research communities and universities—looking to use the congress as a springboard to promote their products, services and expertise.

Canadian companies that exhibit in the Canadian pavilion can introduce their latest technologies in the areas of road construction, innovative equipment, intelligent transportation systems and R&D.

Organizers say this will be an opportunity to strengthen trade with over 120 countries and the pavilion will be a unique opportunity to promote and strengthen the knowledge of Canada's road industry internationally. Officials with the



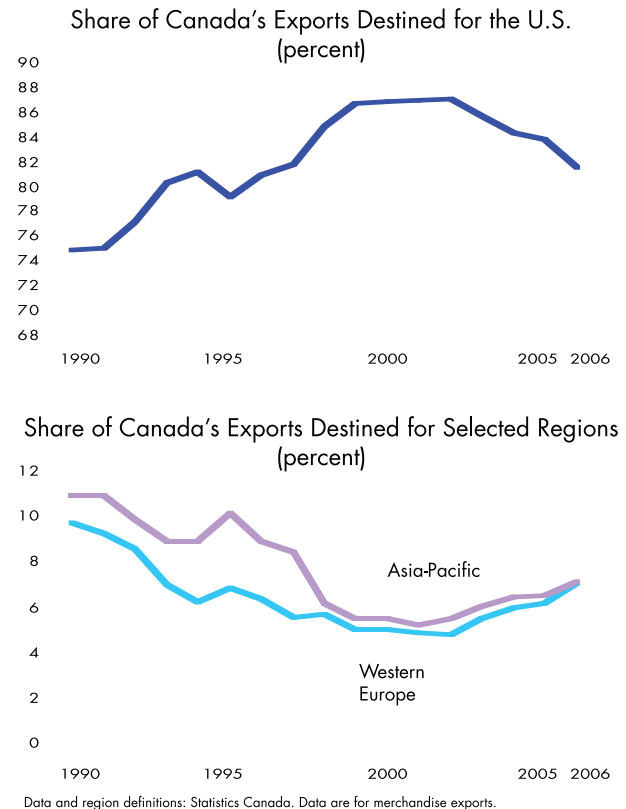
Canadian Embassy in Paris will also set up meetings with visiting trade commissioners working in other parts of Europe and in Africa who can share opportunities in their respective countries.

For more information, go to www.cnc-paris2007.ca, or contact Denis Trottier, Canadian Embassy in Paris, email: denis.trottier@international.gc.ca.

Canada's exports diversify away from the U.S.

Canada's merchandise exports reached a record high of \$440.2 billion in 2006. Of these, the vast majority (81.6%) were destined for the U.S. However, U.S. dominance has decreased in the past few years, down from the peak of 87.1% in 2002. This is due in part to the expansion of Canada's resource exports in 2006, as the U.S. is a relatively more important market for non-resource based exports, with the exception of energy. But the decrease in the U.S. share of exports is not due to any shrinkage in trade with the U.S. Instead, it is a result of Canada's trade with other countries growing more quickly. In particular, exports to Western Europe and the Asia-Pacific region have picked up, with exports to each of these regions totalling over \$30 billion. China and Japan, two of Canada's top export markets, have seen increased shares, as has the U.K. in Europe. For more information, please see *Canada's State of Trade 2007*, available on the Office of the Chief Economist's website.

Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada (www.international.gc.ca/leet)





AGRICULTURE, FOOD & BEVERAGES

Tripoli, October 28-31, 2007 > Libya Food Expo is an international trade exhibition that provides local and international representatives of the food and agricultural industries an ideal setting to showcase their products and services, and is an excellent point of contact to exchange ideas and technology.

Contact: Paul Brettle, Canadian Embassy in Libya, tel.: (011-218-21) 335-1633, fax: (011-218-21) 335-1630, email: paul.brettle@international.gc.ca, website: www.libyafoodexpo.com.

Seoul, November 11-December 2, 2007 > The Seoul International Café Show is the only event in Korea to put the spotlight on the coffee and tea industry and will also feature dessert, bakery, machinery and equipment and franchise opportunities. **Contact:** Darcie Doan, Canadian Embassy in Korea, tel.: (011-82-2) 3455-6000, email: darcie.doan@international.gc.ca, website: www.cafeshow.co.kr.

AUTOMOTIVE

Paris, October 15-20, 2007 > Equip'Auto is an international exhibition for automotive technologies, equipment and services. **Contact:** Michel Charland, Canadian Embassy in France, tel.: (011-33) 1-44-43-29-00, email: france-td@international.gc.ca, website: <http://equipauto.com>.

ADVANCED MANUFACTURING TECHNOLOGIES

Boston, October 30-31, 2007 > OEM New England, NEPCON East and Assembly New England will co-locate and re-locate to Boston for the first time in 2007 to create the largest and most comprehensive event serving New England's \$200 billion advanced manufacturing marketplace. **Contact:** Martin Robichaud, Canadian Consulate General in Boston, tel.: (617) 262-3760, email: boston.commerce@international.gc.ca, website: www.devicelink.com/expo/boston07.

HEALTH INDUSTRIES

Sao Paulo, September 26-28, 2007 > Analitica Latin America is an international exhibition of laboratory technology, analysis, biotechnology and quality control. **Contact:** Lucette Leite, Canadian Consulate General in Sao Paulo, tel.: (011-55-21) 2543-3004, email: lucette.leite@international.gc.ca, website: <http://analiticanet.com.br>.

ICT

Lagos, November 12-14, 2007 > The Wireless Broadband Africa Conference will be an effective marketing and education platform as wireless broadband technologies are in the process of transforming Africa's communications sector at an unprecedented rate. **Contact:** Sophie Bibeau, Canadian Embassy in Nigeria, tel.: (011-234-1) 271-5650, email: sophie.bibeau@international.gc.ca, website: <http://new.aitecafrica.com/node/253>. ◀

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