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▶ TOP STORIES

Two-stroke economy no more

From the majestic Himalayas to the chaotic streets of Mumbai, India is a country of surprises. Not least of which is its climb up the world's global value chain—a fact that has companies around the world seizing its opportunities. A new *CanadExport* **podcast** explores an India that is firing on all cylinders. [see page 2](#)



Re-energizing Chile

Chile needs to double its energy generation capacity over the next 15 years. As it hurries to establish new energy sources and alternatives, Canadian trade commissioners in Santiago are hoping Canadian entrepreneurs will get energized by the possibilities. [see page 4](#)



Race to the Finnish

When it comes to technology development and commercialization, Finland leads the pack. The small Nordic country boasts a cluster of engineering talent that is yielding dynamic opportunities in sectors like information technologies, health and the environment. [see page 3](#)



▶ ALSO IN THIS ISSUE

▶ Virtual summit for entrepreneurs

October 2, 2007 > Entrepreneurs who are looking for ways to grow their business into new markets will need only a computer to attend an upcoming virtual summit. [see page 5](#)

▶ Where the ocean market meets

Abu Dhabi, January 21-23, 2008 > The Middle East Ocean Science and Technology Expo is the first trade event to feature new equipment, training and live demonstrations of the most current technology available to the growing industry of ocean technology and marine science. [see page 5](#)

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Mexico City, February 26-29, 2008 > The Canadian Embassy in Mexico City is organizing a Canada pavilion at **Expo Comm**, Mexico's largest and longest running exhibition and conference of telecommunications, wireless, networking and Internet technologies. [see page 6](#)



FACTS & FIGURES
[see page 6](#)



TRADE EVENTS
[see page 7](#)

Is India on your value chain?

A Toronto entrepreneur says that if it weren't for India, his business could not succeed. But while the country is an excellent offshore destination with distinct cost advantages, there are challenges to contend with as well.

"There are a lot of regional issues in India that have to be understood," says Tim Spencer of Toronto-based Sigma Systems.

He notes that finding the right people was one of his company's biggest challenges, as was retaining adequate control of his Indian operation—quite the feat from such a distance. After a lot of hard work, business has taken off.

"We now have well in excess of 200 people there but that growth came in stages as we demonstrated success to ourselves," says Spencer.

Listeners can find out how he tackled these and other issues in the latest *CanadExport* podcast as host Michael Mancini explores India and its place on the global value chain.

Mancini also gets a feel for what it's like on the other side of the value chain by talking to an Indian executive who has outsourced part of his company's operations to Canada.



Paddy Rao heads the Canadian unit of Infosys, one of the world's leading providers of consulting and IT services to clients around the world. He talks about the advantages of doing business in Canada and offers some advice for Canadian entrepreneurs looking to India and beyond.

Listen to our [podcast](#). ◀

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Canada

GENERAL INFORMATION

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EDITORIAL TEAM

Michael Mancini, Yen Le, Françoise Bergès

EMAIL SUBSCRIPTIONS

Website: www.canadexport.gc.ca
 Email: canad.export@international.gc.ca
 Tel.: (613) 992-7114
 Fax: (613) 992-5791

Mailing address:
 Foreign Affairs and International Trade Canada
CanadExport (CMS)
 125 Sussex Drive
 Ottawa, ON
 K1A 0G2

Finland brings innovation and opportunity

Like Canada, Finland is a lot more than ice and snow. In addition to their passion for hockey, Finns are also innovators—a fact that Canadian trade officials say is spurring business opportunities for Canadian entrepreneurs.

Sometimes referred to as the land of engineers, Finland is home to high-quality engineering talent who just happen to command one of the lowest wages in Europe.

Moreover, according to Andrée Cooligan of the Canadian Embassy in Helsinki, when it comes to technology development and commercialization, there are many ways for Canadian entrepreneurs and research organizations to profit from this.

“Canadian companies like Nortel, Bombardier, McCain’s and RIM do well in the Finnish market, and Finnish giants like Nokia, Kemira, Wärtsilä, and Stora Enso are also well integrated in the Canadian market,” says Cooligan.

The trade commissioner says Canadian firms can partner with Finnish organizations like the [Technical Research Centre of Finland](#), the [Finnish Funding Agency for Technology and Innovation](#) and the [Academy of Finland](#).

“Bilateral cooperation has demonstrated that shared resources and ideas can result in new and innovative commercial products for the global marketplace,” says Cooligan, who adds that this is especially true in the country’s information and communications technologies and health industries sectors.

Home to Nokia, a leader in telecommunications and wireless technology, and to hundreds of related technology companies, Finland is rich in opportunities for Canadian ICT companies in e-learning, e-health, security and mobile systems.

“For health industries, Finland is recognized for its expertise in heart monitoring, yet with an aging population, remote cities and government commitments to increase healthcare, novel technologies in health-care are needed,” says the trade commissioner.

Finns are also innovators in environmental technologies. In fact, bioenergy is the largest source of energy there. With 26% of Finland’s energy derived from biomass—mostly from the forest sector—Finland is a world leader.

“Canadian entrepreneurs should know that the Finnish government has set targets to increase energy from biomass to



Finland is a leader in telecommunications and wireless technology, with products like Nokia’s tiny bluetooth headset.

30% by 2010, and aims to develop bio-fuel technologies for the transportation sector,” says Cooligan.

She advises Canadian entrepreneurs that Finland is also a great place to invest—especially given that the country is rated among the least corrupt in the world. And mining is one sector Canada has invested in heavily.

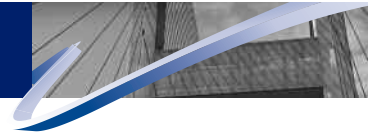
Finland only opened its doors to foreign direct investment after it joined the European Union in 1995. Since then, Canadian companies have benefited from the ore, nickel and gold rich Fennoscandian shield throughout Lapland, Finland’s northern region. In fact, one-fourth of all Finnish mining operations are Canadian-owned.

Finland has also developed sophisticated expertise in the chemicals sector. As a result, the EU’s new European Chemicals Agency opened its doors in June 2007 in Helsinki. This agency will manage the use of more than 30,000 chemical substances across the EU.

“Canadian service providers in the chemicals and environment sectors will benefit by opening an office in Helsinki, as consulting services in this area will be sought after,” says Cooligan.

Canada and Finland signed a double taxation agreement in 2006. The countries also signed an agreement on industrial

[See page 4 - Finland brings innovation](#)



Re-energizing Chile

It's estimated that Chile will require 7,500 megawatts of new power over the next 15 years—or more than a quarter of all the electricity generated in Ontario. So who might it turn to? Canada.

“Though Chile has a small supply of natural gas, oil and coal, it is not enough,” says Sylvain Fabi, a Canadian trade commissioner in Chile.

In the past, Fabi says Chile received a steady supply of natural gas from Argentina. In 2004, however, the Argentine government imposed major restrictions on its gas exports, which left Chile short on energy. As much as 72% of the country's energy is imported.

“Although electricity is privatized in Chile, there is considerable public pressure on the government to create solutions to the energy dilemma,” says Fabi. “After the experience with Argentina, Chile has realized the vulnerability that comes with relying heavily on one country as a source of power.”

Chile is now looking to diversify its energy sources and inject new megawatts of capacity into its power grids with an additional commitment to have 15% of newly installed capacity come from non-conventional renewable sources by 2010.

Fabi says that various initiatives are underway to address the energy shortage, but supply over the next three years will

remain critical until generating plants are operational and have a sustained supply source.

While part of the solution lies with hydro-electricity, Chile is looking at alternatives such as liquefied natural gas and coal. The country is also looking into nuclear energy generation.

Canada to the rescue?

“Chile is very interested in working with Canada to solve its energy issues and is currently studying programs in use by other countries, including Canada, to use as a model,” says Fabi.

This creates many opportunities for Canadian companies to profit from their knowledge and expertise in building power plants to supplying equipment and services to the energy sector. Canadian companies can also benefit from selling their skills in natural resource management, including exploration on land and offshore.

Fabi urges Canadian entrepreneurs to consider Chile's energy market and to visit surrounding markets too. He recommends that if Chile is a good fit for a Canadian company, it should hire a local representative.

“The Trade Commissioner Service can help with all this,” says Fabi. “Contact the Canadian Embassy in Chile. We can connect entrepreneurs to the right people in the energy sector here.”

For more information, contact **Geneviève Bourget**, Canadian Embassy in Santiago, tel.: (011-56-2) 652-3800. ◀

Finland brings innovation and opportunity

Continued from page 3

security in April, which will allow Canadian and Finnish companies to bid on each other's sensitive government contracts and projects.

To capitalize on these opportunities, Canadian trade commissioners in Finland are available to help Canadian entrepreneurs to get their products and services into the global marketplace.

For more information, go to www.infoexport.gc.ca/fi and contact Canada's team of trade commissioners at the Canadian Embassy in Finland.

Want to do business with Finland and the Nordics? Contact **Johan Nyman** about the Canada-Nordic Business Corridor! ◀

Upcoming Trade Fairs in Finland

Helsinki, November 2-4, 2007 > **SkiExpo** is the largest winter sporting fair in the Nordics.

Rovaniemi, November 27-29, 2007 > The **Fennoscandian Mining Conference and Exhibition** is one of the largest exploration and mining conferences in Europe.

Helsinki, January 2008 > Get connected at **Canada ICT Day 2008**, which will cover e-health and telehealth.

For more information on all these fairs, contact **Johan Nyman**, Canadian Embassy in Finland, tel.: (011-358-9) 2285-3354, fax: (011-358-9) 601-060. ◀

Virtual summit for entrepreneurs

October 2, 2007 > Entrepreneurs who are looking for ways to grow their business into new markets will need only a computer to attend an upcoming virtual summit.

This virtual conference and exhibition, **Winning Solutions: Expanding Your Business Beyond the U.S.**, is intended to provide Canadian entrepreneurs with information, tips and resources that will help them succeed in offshore markets.

Participants will also be able to speak to market experts for the following four key cities in three major emerging markets: Abu Dhabi, Dubai, Moscow and Mumbai.

In addition, two global business specialists and a panel of experts will discuss offshore business opportunities and challenges, offshore manufacturing, how to discover and approach business opportunities in international markets, and the hidden challenges to Canada's global success.

The event, which is hosted by Export Development Canada in partnership with Canadian Business Online, will feature a live question and answer period following each presentation, opportunities to interact with and request information from the expert panel, and opportunities to browse and network with exhibitors in the virtual exhibit hall.

In addition, participants can access an in-depth resource centre with updates to regulatory policies and exporting resource guides.

The Canadian Trade Commissioner Service will also be at the event and trade commissioners from across Canada will be there to answer questions and follow-up with companies interested in diversifying their international markets. The expert panel will include a trade commissioner, who will be there to share advice on emerging markets.

For more information, go to the [summit website](#).

Where the ocean market meets

Abu Dhabi, January 21-23, 2008 > **The Middle East Ocean Science and Technology Expo** is the first trade event to feature new equipment, training and live demonstrations of the most current technology available to the growing industry of ocean technology and marine science.

Every segment of this dynamic market continues to require new technologies, whether in underwater defence, offshore oil and gas, environmental surveying and monitoring, pollution control, shipping, or ocean mapping and engineering.

In a global industry spending over \$175 billion annually for products and services, it is little wonder that a thriving Middle East market holds exciting opportunity for both the region's own buyers and suppliers as well as the international community.

Created to facilitate trade between the Middle East and international marine markets, this expo will become the world's most important marine science and ocean technology event and conference, say trade experts.

Canadian trade commissioners are encouraging Canadian participation at this event.

Attending buyers and specifiers, including engineers, scientists, government, military and industry professionals, will



The Middle East ocean market holds exciting opportunity for both the region's own buyers and suppliers as well as the international community.

be able to use the expo as a place to source products and services and build relationships with hundreds of global suppliers.

For more information, contact [David Jayaraj](#), Organiser's Agent, Middle East Ocean Science and Technology Expo, tel.: (416) 802-9452. ◀

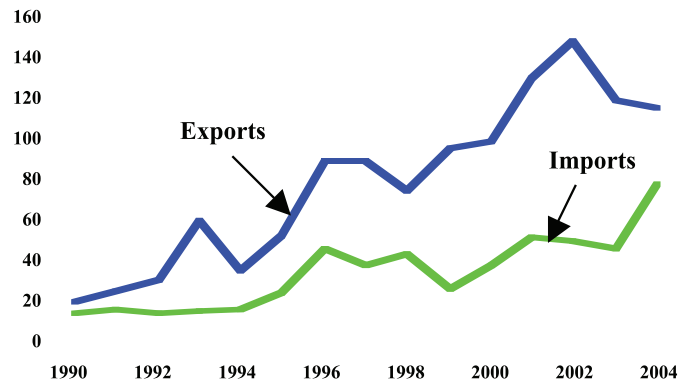
Canada's trade links with India growing but still small

Canada's commercial links with India are growing but remain small, both in value and as a proportion of Canada's trade. Merchandise exports to India have more than tripled in the past eight years (1999-2006), while imports have doubled over the same period. Exports are still primarily raw materials and basic manufactures such as cereals and paper, but exports of machinery and electronics have been increasing. Despite this growth, the \$1.7 billion of merchandise exported to India in 2006 amounted to less than 1% of Canada's exports, with imports accounting for a similarly small percentage. In commercial services, where India is reputed to be particularly strong, Canada's imports did rise 316% over 1999-2004—but the share India takes of Canada's total commercial services trade again remains considerably below 1%. While Canada's trade with India has been increasing, it remains only a small fraction of Canada's total commerce.

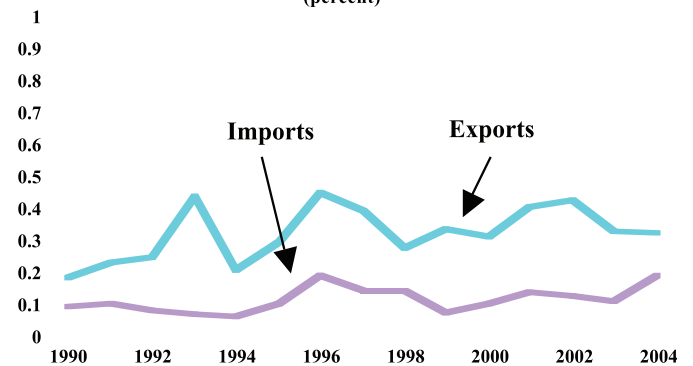
For more information, please see the full report, "India: Trade with Canada has a ways to go", available on the Office of the Chief Economist's website.

Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada. ◀

Canada's Commercial Services Trade with India (millions CAD)



India's Share of Canada's Commercial Services Trade (percent)



Data: Statistics Canada

Mexican ICT fair re-boots this winter

Mexico City, February 26-29, 2008 > The Canadian Embassy in Mexico City is organizing a Canada pavilion at **Expo Comm**, Mexico's largest and longest running exhibition and conference of telecommunications, wireless, networking and Internet technologies.

Experts say some 150 Canadian companies are already active in the Mexican ICT market. According to Canada's Trade Commissioner Service, the biggest opportunities are in software solutions and IT services, telecom (mobile applications), electronic

components and service, IT security, multimedia and e-learning.

By attending Expo Comm, Canadian companies can build on their strong presence in the Mexican ICT market, which is growing at a rate of more than three times the country's gross domestic product. In 2006, this sector grew by some 14%, imports were up 24% and software purchases increased by 13%.

Last year's event attracted 289 exhibitors and five international pavilions, including Canada's, which received the award for the best international pavilion. Complementary services, including company matchmaking, will be organized by



Canadian officials in Mexico for those who register before December 20, 2007.

For more information, contact **Emily Lukas**, Foreign Affairs and International Trade Canada, tel.: (613) 944-2780. ◀



AUTOMOTIVE

Louisville, March 27-29, 2008 > The Mid-America Trucking Show will showcase the latest technologies and services the trucking industry has to offer.
Contact: William Gibson, tel.: (313) 567-2340, fax: (313) 567-2164, website: www.truckingshow.com.

CONSUMER PRODUCTS

Munich, February 15-18, 2008 > Inhorgenta Europe 2008 is an international trade fair for the jewellery industry and offers the latest designs and innovations.
Contact: Brigitte Mertens, tel.: (416) 237-9939, fax: (416) 237-9920, website: www.canada-unlimited.com.

CONSUMER PRODUCTS

Munich, January 27-30, 2008 > Ispo Winter 2008 is a leading international trade fair for sporting goods and sports fashion.
Contact: Brigitte Mertens, tel.: (416) 237-9939, fax: (416) 237-9920, website: www.canada-unlimited.com.

Shanghai, March 18-20, 2008 > Electronica & Productronica China 2008 are by far the largest trade fairs for electronic components. Exhibitors can use this international event as a platform to meet top decision makers in the electronic industry.
Contact: Brigitte Mertens, tel.: (416) 237-9939, fax: (416) 237-9920, website: www.canada-unlimited.com.

OIL & GAS

Tripoli, December 10-13, 2007 > Projex Libya is an international exhibition and forum on petroleum exploration, production, refining and petrochemicals.
Contact: Unilink, tel.: (613) 549-0404, fax: (613) 549-2528, website: www.unilinkfairs.com.

PLASTICS

Buenos Aires, March 25-29, 2008 > Argenplas 2008 is an international plastics fair that will focus on technology, production, sales and marketing in sectors like transportation, building products, telecommunications, medical and packaging.
Contact: Paula Solari, Canadian Embassy in Argentina, tel.: (011-54-11) 4808-1000, website: www.argenplas.com. ◀



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