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▶ TOP STORIES

Port expansion brings Asia closer

Entrepreneurs have reason to celebrate the expansion of the port in Prince Rupert, British Columbia, which now promises to move products to Asia two to three days faster than any other West Coast port. If time is money, North American businesses just struck it rich.

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Central Europe a bright light

A Quebec company offers insight on how to capitalize on Central Europe's recharging energy sector. The firm's president says opportunities in the region's energy sector are growing fast as the EU gets tough on climate change.

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Don't let your goods be returned to sender

Canadian electronics companies that sell their products in foreign markets must comply with a growing number of environmental regulations. As more jurisdictions enforce such regulations, exporters who tune out could pay a heavy price.

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▶ Biennial food fair Central Europe's largest

Brno, Czech Republic, March 4-7, 2008 > Canadian trade commissioners in Central Europe say *Salima* is the most important international food fair in the region and it's only held every two years.

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▶ Canadian construction show attracts the world

Toronto, November 28-30, 2007 > People in the building trade can explore international business opportunities at *Construct Canada*, the largest building products and construction trade show in Canada.

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▶ Arab health fair attracts decision makers

Dubai, January 28-37, 2008 > *Arab Health* is the largest health show in the Middle East and attracts healthcare manufacturers, wholesalers, dealers and distributors as well as some of the most influential health industry decision makers in the Arab world.

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Food fair is Central Europe's largest

Brno, Czech Republic, March 4-7, 2008 > Canadian trade commissioners in Central Europe say **Salima** is the most important international food fair in the region and it's only held every two years.

The 2008 fair will focus on organic products. The Canadian Embassy in Prague will be on hand to promote Canadian products from the agri-food sector or entrepreneurs can choose to exhibit in their own booths.

The fair also includes a milling industry fair, a bakery and confectionery event, a fair for retail trade equipment, hotels and catering facilities, and an international wine fair.

The last event attracted some 1,100 exhibitors from 39 countries and was attended by over 37,000 professionals from 60 countries.

For more information on the shared information booth, contact **Martina Taxova**, Canadian Embassy in Prague, tel.: (011-420) 272-101-862, fax: (011-420) 272-101-894, website: www.bvv.cz/salima.



To exhibit in an individual booth, contact **Hana Vildomcova** from the fair organizer BVV, tel.: (011-420) 541-152-894, fax: (011-420) 541-153-067.



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Prince Rupert ushers in new era of trade

The Prince Rupert Fairview Container Terminal opened for business on September 12 and is expected to create a new high-speed, congestion-free trade corridor between Asia and North America.

Many hail this expansion as a new era for Prince Rupert and a major milestone in the gateway initiatives of Canada and British Columbia—facts that will likely help Canadian entrepreneurs take advantage of the growing opportunities in Asia’s surging economies.

“We will be able to offer both Asian and North American shippers unparalleled reliability, efficiency and speed in moving their products through our port,” says Don Krusel, Prince Rupert Port Authority President and CEO.

With West Coast ports already congested and grappling with an ever increasing flow of Asian trade, the Prince Rupert port, which is one of the deepest harbours in North America, will allow Canadian products to reach Asia two to three days faster than any other West Coast port. In addition, the port is congestion free and is already linked to the Canadian National railway, one of the best rail lines on the continent.

“Our stars have aligned,” says Krusel, noting the convergence of the private-public partnership to finance and complete the port on schedule and on budget.

The \$170-million project was funded by the governments of Canada and British Columbia, CN Rail, the Prince Rupert Port Authority and New Jersey-based operator Maher Terminals.



Don Krusel, Prince Rupert Port Authority President and CEO, says the port offers shippers unparalleled efficiency and speed in moving their products.

Maher Terminals believes the Port of Prince Rupert could become a major cargo gateway for North America. Despite the port’s remoteness, the New Jersey-based operator won the bid for a 30-year lease in 2001 to establish its first terminal on the West Coast.

“We were aware of the skepticism because the conventional port model is to build near large concentrated urban areas and not in isolated areas with no local markets,” explains Brian Maher.

“But our family has been in the terminal operations business long enough to know a good thing when we see it.”

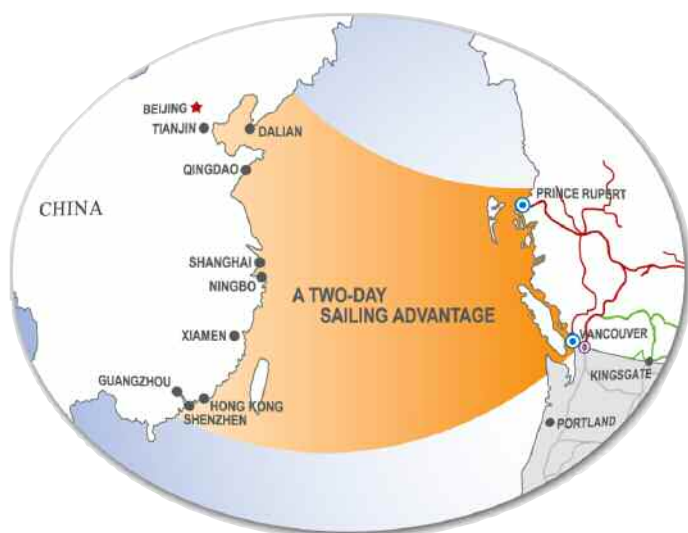
In fact, the port is closer to the fastest growing economies in the world than any other port on the West Coast and many hope that this single expansion will create thousands of jobs in the Prince Rupert region and shift the focus of North American economies to the Pacific.

In addition, under the Asia Pacific Gateway and Corridor Initiative, the Canadian Border Services Agency will invest \$28 million to establish a state of the art container screening program.

Hunter Harrison, President of CN, which owns and operates the northern mainline from Prince Rupert to Winnipeg, says CN appreciated the unique opportunity to work with the Port of Prince Rupert and Maher Terminals to design and construct the terminal from the ground up.

“We strongly believed in the Port of Prince Rupert’s vision from the outset and, as a result of our partnership and

See page 6 - Prince Rupert



The lights are going on all over Central Europe

Canadian trade commissioners in Central Europe say their region is emerging as a hot bed of energy activity, especially with the expanding use of renewable energy resources such as wind, solar and biomass.

The Czechs are suddenly emerging as enthusiasts of alternative energy. The country's energy policy calls for its share of alternative energy sources to increase to 16% from 3% by 2030, with biomass expected to lead the way. Canadian trade commissioners say the same is true in Slovakia, Hungary and Poland.

Romania is just beginning to realize potential for its wind energy. According to Romania's recently published national energy strategy, the country will attract investments worth \$2.5 billion by 2015, with almost \$1.5 billion for wind energy alone.

One Canadian company that has proven it can capitalize on the expanding energy sector in Central Europe is Econoler International.

Specializing in energy efficiency, renewable energy, performance contracting and carbon financing, Econoler has acted as a consultant, fund manager and project developer in Europe since 1985. Over the last seven years it has increased its presence in most of Central Europe, including Bulgaria, Croatia and Romania.

"The opportunities in Central Europe's energy sector are huge, as the EU is the most aggressive market to address climate change issues," says Pierre Langlois of Econoler International.

Trade commissioner helps out

Econoler worked with Valeriu Costea, a Canadian trade commissioner in Bucharest to help establish a joint venture in Romania.

"In 2003, we invited Econoler to make a presentation at a workshop we organized on energy and the environment in Bucharest," says Costea. "This was an excellent opportunity for Econoler to maximize their exposure to a large audience including representatives from Hungary and Bulgaria."

Afterwards, trade officials worked with Econoler to consolidate their market position and sign a partnership agreement with a local company.



Europe by night: One Canadian entrepreneur says opportunities in Central Europe's energy sector are huge.

Econoler now operates with a local energy services company there called EnergoBit under the name EnergoEco as an enterprise dedicated to the development and implementation of national energy efficiency projects.

"We helped the newly born joint venture create a credible image as the first Romanian energy service company," says Costea.

"Networking with key local contacts and assisting with the creation of a solid client database are essential elements that spice up such a relationship and we provided the company with the right recipes," he explains.

Econoler's Langlois offers some additional advice for Canada in companies looking to Central Europe: "Make sure you have an exceptional product or expertise and don't try to compete on a commodity basis."

He says the key to Econoler's success in Central Europe is being the very best in a specialized niche market. In fact, Langlois says no company has more experience setting up energy service companies than Econoler, which was founded in 1981 by Hydro Quebec and a Quebec firm as the first energy service company in the world.

"Being unique helps us compete against European players who receive huge EU subsidies that are only available to European companies," explains Langlois.

Today, Econoler employs some 40 employees at its headquarters in Quebec City, along with an office in Washington, D.C., two subsidiaries in Romania and Tunisia, plus a project office in Sofia, Bulgaria.

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Electronics industry faces growing environmental regulations

More and more countries are developing and enforcing regulations aimed at minimizing the environmental impact of the disposal of electrical and electronic equipment—everything from household appliances and telecommunications equipment to electrical tools and toys. But experts warn that while compliance may be challenging, non-compliance could be costly.

“The list of affected products is under continual review and manufacturers require constant vigilance to ensure they have current knowledge of their obligations,” says Bill Halstead, chairperson of the Ottawa Manufacturers’ Network, a group of business professionals that promotes manufacturing excellence through networking and education.

“Small companies often lack the depth to devote resources dedicated to product selection and validation activities and may not realize the risks involved,” he says.

Halstead points out that component manufacturers are replacing traditional parts with those that comply with new regulations but end-product manufacturers may discover that they have to adapt production processes to accommodate the new components.

And he says manufacturers often have little time to make the required changes.

In addition, Canadian trade commissioners warn that companies could have their shipments stopped due to their failure to comply with regulations, or have their products turned back by overseas distributors and customers due to late response to new requirements.

Canadian companies need to take heed.

Rules of the game

Companies selling electrical goods are required to comply with two directives: the Waste Electrical and Electronic Equipment Directive, or WEEE, and the Restriction of the Use of Certain Hazardous Substances Directive, or RoHS, which have been adopted by EU Member States, Norway and Switzerland.

The **WEEE directive** sets collection, recycling and recovery targets for electrical goods and makes manufacturers responsible for the collection and treatment of waste from electrical and electronic equipment.

These manufacturers are required to prepare data on their imports of electrical and electronic equipment to EU countries, register with EU authorities, and provide financial guarantees on the collection of electrical and electronic equipment.

The **RoHS** directive restricts the use of lead, mercury, cadmium, hexavalent chromium, or polybrominated flame-retardants in electrical and electronic equipment sold on the EU market.

An enforcement system is in place to monitor compliance with the RoHS directive and EU countries can take action against manufacturers. Canadian exporters are being asked by their customers to certify that their products are RoHS compliant.

Medical devices as well as monitoring and control instruments are also covered under the scope of the WEEE directive and will soon be added to the RoHS directive.

Japan, China and South Korea have adopted similar regulations.

“Compliance requirements are not universal and are not clearly defined in all jurisdictions, thus increasing the risk of non-compliance and making compliance a high-cost proposition,” says Halstead.

China’s version of the RoHS directive, referred to as **China RoHS**, has fundamental differences from the EU version.

The Chinese version is being implemented in two stages. As of March 1, 2007, the first stage requires the labelling of electronic information products and packaging as well as the inclusion of a substances declaration table in the product’s user manual.

The second stage will impose restrictions on the substances used in these products. Third-party certification of electronic information products will also be required once a catalogue of products is established.

South Korea and Norway have developed their own regulations on hazardous substances and they are scheduled to



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Prince Rupert - Continued from page 3

involvement in the terminal planning process, CN's congestion-free mainline is integrated seamlessly into an ultra-modern, high-capacity container facility. This new injection of meaningful port-rail-terminal capacity into the global supply chain will offer shippers the fastest, most efficient and most cost-effective routing for Asian traffic destined to and from the interior of North America."

Krusel points out that it's not simply about opening a container port, but transforming the transportation corridor to create a new world of opportunities to benefit regions and communities from the Queen Charlotte Islands to Memphis.

For more information, contact Barry Bartlett, Corporate Communications, Prince Rupert Port Authority, tel.: (250) 627-2509.



Many hail the opening of the Prince Rupert port as a major milestone in the gateway initiatives of Canada and British Columbia.

Lights - Continued from page 4

In his experience, the close proximity of Econoler's European competitors to the Central European market can pose a geographic challenge for Canadian companies, but it's not insurmountable.

"Be as physically present as possible in the market, as the people there are used to seeing who they work with," he recommends. "Also develop good relationships with partners on the ground to help you better understand the way each local market really works."

Ultimately, the rewards for achieving success in Central Europe can be plentiful and sometimes come from the most unlikely places.

For Econoler, it was in 2006 when a Croatian company they had helped develop won a prestigious award from the British Astronomical Association for 'Protection of the Night Sky'.

The Croatian company had helped the city of Novigrad save over \$16,000 annually by replacing high-glare street lights with more efficient shielded fixtures.

Clearly the stars were aligned, for Econoler's intervention proved being energy efficient has value not only on Earth, but also in the sky.

For more information, go to www.econolerint.com and www.infoexport.gc.ca.

Electronics industry - Continued from page 5

take effect in January 2008. The Norway RoHS will limit the use of 18 hazardous substances in consumer products, instead of six in the case of the EU.

Some U.S. states, (namely California, Maryland, Maine, Washington, Minnesota, Oregon and Texas) and some Canadian provinces (British Columbia, Alberta, Saskatchewan, Ontario and Nova Scotia) have, or are developing, WEEE-type regulations requiring that manufacturers assume responsibility for the

collection of waste generated from electrical and electronic equipment.

While Canadian manufacturers need to exercise due diligence, Canadian trade commissioners in the affected markets can guide entrepreneurs in their efforts to ensure compliance with these regulations.

For more information, contact the **Trade Commissioner Service** in your target market, or contact **Jean-Sébastien Nadon**, Foreign Affairs and International Trade Canada, tel.: (613) 944-3054.



Canadian construction show attracts the world

Toronto, November 28-30, 2007 > People in the building trade can explore international business opportunities at **Construct Canada**, the largest building products and construction trade show in Canada.

An international business program will inform Canadian suppliers, manufacturers, architects, contractors and engineers about business opportunities. The program is also designed to connect entrepreneurs with prospective partners from international markets.

“We want to introduce Canadian companies to the world of exporting and help them to diversify their business sales and relationships in international and U.S. markets,” says Bill Macheras, Trade Commissioner with Foreign Affairs and International Trade Canada’s regional office in Toronto. Macheras says this year’s program will feature presentations on business



opportunities in three key markets: the United States, Japan and the United Kingdom, and there will also be a networking luncheon and matchmaking sessions for Canadian suppliers and international visitors.

Canadian companies can request one-on-one meetings with specific international and U.S. visitors and meet with them on-site. Entrepreneurs can also meet with Canadian trade officials who will return to Canada to attend the show.

This year’s event is expected to attract over 22,000 attendees and 900 exhibitors. The international business program is organized by Foreign Affairs and International Trade Canada, in partnership with the Ontario Ministry of Economic Development and Trade, the Canada Mortgage and Housing Corporation and the Canadian Construction Association.

For more information, go to www.constructcanada.com, or contact **Bill Macheras**, Trade Commissioner, Foreign Affairs and International Trade Canada, tel.: (416) 973-5060.

Arab health fair attracts decision makers

Dubai, January 28-31, 2008 > **Arab Health** is the largest health show in the Middle East and attracts healthcare manufacturers, wholesalers, dealers and distributors as well as some of the most influential health industry decision makers in the Arab world.

Canadian trade officials say this fair is the ideal forum for Canadian entrepreneurs to demonstrate their latest products in one of the world’s fastest growing healthcare markets. And a Canadian pavilion will be organized to support entrepreneurs who choose to attend.

“Arab Health is a unique platform for overseas manufacturers to establish a foothold in this very affluent Gulf region, to develop existing business, or recruit agents across three continents,” says Venky Rao, the fair organizer’s agent in Canada.

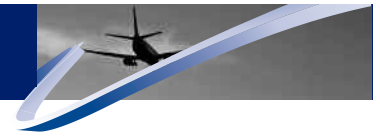
The fair will feature state-of-the-art products and technologies in the field of health and medical industry, like



health services, surgery and biotechnology. The fair also focuses on dental technology, radiology, lab equipment, pharmaceuticals, telehealth and pathology.

In 2007, Arab Health attracted over 44,000 visitors from around the world, some 2,200 exhibitors from more than 50 countries, and 30 international pavilions, including Canada’s.

For more information, contact **Venky Rao, Expo Consultants Inc.**, fair organizer’s agent, tel.: (905) 896-7815, fax: (905) 896-7388, website: www.arabhealthonline.com.



AEROSPACE & DEFENCE

New Delhi, March 18-20, 2008 > **Airport and Airline Expo** is India's complete civil aviation trade event. In addition to featuring corporate and commercial jets, the fair will also feature aircraft interiors, in-flight catering and hospitality, air cargo and logistics.

Contact: **Debra Boyce**, Canadian High Commission to India,

tel.: (011-91-11) 4178-2000,

fax: (011-91-11) 4178-2041, website:

www.civilaviationweek.com.

ENVIRONMENTAL INDUSTRIES

Dublin, March 5-6, 2008 > **Irish Recycling and Waste Management**, which runs concurrently with Irish Water, Waste and Environment, is a great way for exporters to discover new suppliers, catch up with existing ones, network with the industry and discover never-before-seen products only available at the show.

Contact: Gerry Mongey, Canadian Embassy in Ireland, tel.: (011-353-1) 417-4100, fax: (011-353-1) 417-4101,

website: www.environment-ireland.com.

FISH & SEAFOOD PRODUCTS

Rhode Island, April 9-10, 2008 > **Fish Expo Atlantic** is a biennial East Coast commercial fishing trade show and conference and could be a great event for passenger vessel owners, operators, charter boat owners, commercial boat builders, equipment manufacturers, distributors, harbourmasters and marina operators to pursue opportunities in this sector.

Contact: **Canadian Consulate General in Boston**, tel.: (617) 262-3760,

fax: (617) 262-3415, website:

www.fishexpoatlantic.com.

Puerto Montt, Chile, March 26-29, 2008 > **Aqua Sur** is an international aquaculture exhibition and suppliers, distributors, importers and exporters will meet to promote and learn about the latest developments in the aquaculture industry.

Contact: **Viviana Rios**, Technopress, tel.: (011-56-2) 756-5403,

fax: (011-56-2) 756-5450, website:

www.aqua-sur.cl.

ICT

Barcelona, February 11-14, 2008 > Join the Canadian pavilion at **Mobile World Congress ICT**, an international exhibition for the mobile technology industry.

Canadian companies will have a unique opportunity to showcase their expertise to the world's key players in the mobile telecommunications industry.

Contact: **Frederic Fournier**, Canadian Embassy in Spain, tel.: (011-34) 91-423-32-50, fax: (011-34) 91-423-32-52,

website: <http://mobileworldcongress.com>.

OCEAN TECHNOLOGIES

London, March 11-13, 2008 > **Oceanology International** is a meeting place for the world's marine science and ocean technology community. This year's conference theme is "Technology, Sustainability and the Ocean Environment" and will explore the vital role of marine science and ocean technology in meeting the challenges posed by climate change, satisfying future energy needs and ensuring environmental and civil security.

Contact: **Greg Bates**, Canadian High Commission in the United Kingdom, tel.: (011-44-20) 7258-6600,

fax: (011-44-20) 7258-6384, website:

www.oceanologyinternational.com.



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