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▶ TOP STORIES

Location, location, location

Quick. What are Hefei, Kunming and Wuhan? If you don't know, you might want to listen to the latest *CanadExport* podcast. They're just three of China's so-called second-tier cities which some say are at the heart of this Asian tiger's roaring economy. Tune in to find out why location is key for Canadian entrepreneurs.

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Rediscovering the Americas

As Canada commits to a renewed engagement in the hemisphere, Canadian entrepreneurs are leading the charge into this important market. For one Canadian company, the Americas now account for some 55% of its business after only six years. Meet this modern day Columbus.

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Partnering in the EU environment

With the European Union getting tough on environmental standards, Central Europe is green with opportunity—and funding for start-ups. An Ottawa entrepreneur explains how an unexpected partnership convinced him the grass could be greener on the other side of the pond.

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China's second-tier cities are first-rate for business

Shanghai, Beijing and Guangzhou together form China's commercial nerve centre, attracting the biggest companies from around the world. But as costs surge in these major cities, businesses are looking elsewhere.

A new *CanadExport* podcast explores the rise of China's second-tier cities and the impact their burgeoning middle classes will have on Canadian entrepreneurs with China on their minds.

Hear the experiences of Michael Budman, co-founder of Canadian retailing icon Roots Canada, a company which has just launched a 90-store expansion across China.

Listeners might also be surprised to hear just how far a Vancouver company is expanding in China. Nebur-King Coffee has set up 23 cafes in China's major cities, but has plans to import Canadian dairy cattle, open a bank, and farm a 1,000-acre tea plantation.

To put all this in perspective, host Michael Mancini talks to Dr. Robert Kalafsky, a professor of economic geography with the University of



An investor reacts to rising share prices at a stock exchange in Kunming, China. The city has been spruced up as part of China's "go west" campaign, aimed at increasing investment in the remote western regions.

AP Photo

Tennessee. Kalafsky is an expert in economic and industrial geography, international trade and manufacturing and has advised Canadian Manufacturers and Exporters, the country's largest trade and investment association.

Finally, Andrew Smith, senior trade commissioners with the

Canadian Embassy in Beijing, shares some valuable advice on doing business in China and on how the Canadian Trade Commissioner Service can help entrepreneurs get a leg up on the competition.

For more information, go to www.canadexport.gc.ca/podcasts. ◀

GENERAL INFORMATION

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Canada rediscovers the Americas

Pui-Ling Chan, CEO and managing director of SkyWave Mobile Communications, first expanded his business to Brazil in 2001. A short six years later, Brazil and other Latin American countries account for more than half of his business, selling two-way satellite products and services.

“For us, it has been very good,” he says. “Latin America has been very lucrative for our overall business.”

Besides Brazil, SkyWave Mobile Communications is present in Colombia, Peru, Argentina, Panama and Chile.

Overall, Canadian trade officials say the Americas represent a tremendous business opportunity. Most countries in the region have embraced market-based reforms and trade liberalization. Regional gross domestic product expanded by an estimated 5.3% in 2006, marking a third consecutive year of expansion above 4%.

These conditions are encouraging for Canadian companies and investors.

Moreover, Chan says Canadian companies are well regarded in the region. In fact, it was business people in Brazil who first approached him.

“Clearly, they understand that Canada has the technology,” he says. “The Canadian name in Brazil is actually very good.”

David Verbiwski, a Canadian trade commissioner in Brazil, agrees.

“Brazilians find the Canadian way of doing things akin to their own. They find there are more similarities with us than with other developed countries,” he says.

New focus

Prime Minister Stephen Harper recently committed the Government of Canada to a renewed and sustained engagement in the hemisphere. The government is looking to international commerce as a key element to ensure that Canadian companies, investors and innovators can further tap into this important market.

According to Chan, this new emphasis is both welcome and extremely helpful. But he notes that doing business in Latin America has not always been easy.

“There are challenges,” he admits. “There are regulatory issues. They are not the same as what we have here in Canada.”

Fortunately, Chan got some help from Canadian trade



officials in São Paulo and across the region.

Thanks to their networks of contacts and resources on the ground, Verbiwski says that trade commissioners can quickly provide Canadian companies with the right contacts and key information.

“Because we deal with a wide range of Canadian companies, we have dealt with a wide range of issues and questions,” he says. This means that the Canadian Trade Commissioner Service has a wealth of experience to address issues quickly and efficiently.”

Chan says that this type of support is crucial, and uncommon.

“Many other countries, including big competitors, don’t get that much support from their trade officials.”

As part of its focus on the Americas, the Government of Canada is also negotiating free trade agreements with Colombia, Peru, the Dominican Republic and the Caribbean community, known as CARICOM. It is also working to conclude negotiations with Guatemala, Honduras, El Salvador and Nicaragua.

According to Chan, free trade agreements in the region “would make life a lot easier.”

But there is more work to be done at the ground level.

Verbiwski says the biggest challenge is to get the word out, both in Canada and in the region.

“For Canadian companies, there is definitely a lack of knowledge of the opportunities that exist, particularly in Brazil,” he notes. “And although it is growing, there is still a lack of awareness in the region about what Canada has to offer.”

For more information, go to www.infoexport.gc.ca. ◀

Build your contacts at construction event

Montreal, February 4, 2008 > **Export Alliance Construction** is a one-day networking event that will enable manufacturers in Quebec's construction sector to meet with general contractors, architects, distributors and manufacturing agents.

Organizers say that Export Alliance Construction will be a great opportunity to connect with about 20 American and Canadian buyers and to participate in various networking activities. In addition, Canadian manufacturers with an innovative product can present their wares to all the buyers at a special activity on the evening before the event.

Export Alliance Construction is organized by the World Trade Centre of Montreal, in partnership with Quebec's Ministère du Développement économique, de l'Innovation et de l'Exportation and the Société d'Habitation du Québec.

For more information, contact **Julie Hébert**, World Trade Centre Montreal, tel.: (514) 871-4002, ext. 6227, website: www.exportalliance.com.



Doing business abroad?



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Barbara Giacomini,
Trade Commissioner
San Francisco, United States

www.infoexport.gc.ca
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Partnering lands environmental firm in EU

When Joe Kennedy entered the waste-treatment business, he never imagined his work would take him to Poland at the invitation of young entrepreneurs eager to tap into Canada's reputation for environmental expertise.

Currently president of Ottawa-based WCI Environmental Solutions Inc., Kennedy began his adventure in 1990 when young Polish entrepreneurs approached him after a speech he gave on new environmental technologies in Ottawa.

The Poles explained they were in Canada investigating green technology and that Kennedy's expertise would serve him well in Central Europe's burgeoning environmental sector. Though Kennedy was sceptical at first, the entrepreneurs insisted he come to Poland to see the vast opportunities for himself.

Once in Poland, Kennedy found a country ripe for the development of environmental technologies and scores of bright young minds eager to leverage Canadian investment into successful green partnerships.

"After meeting with companies it was apparent they didn't have much experience. It was better to establish a new joint-venture company for a fresh approach to providing environmental solutions," he says.

And so, in 1994, an associate company known as WCI Natcol Sp. z.o.o was born, allowing Kennedy to market WCI's technologies throughout Poland.

WCI develops, commercializes and markets solutions for environmental problems using proprietary advanced technologies. Through its Polish associate company, WCI has participated in a

number of ventures in Poland including composting and sorting facilities, as well as water and wastewater treatment.

Poland's accession to the European Union in 2003 has made the country's environmental sector hotter than ever. Unlike many other places in the world, the EU is actually enforcing environmental standards.

To help member countries meet these tough standards, the EU is providing large subsidies, especially to transition countries like those in Central Europe. Although Canadian companies can't access these funds directly, they can follow WCI's lead and open a local company or joint venture and therefore become eligible for funding.

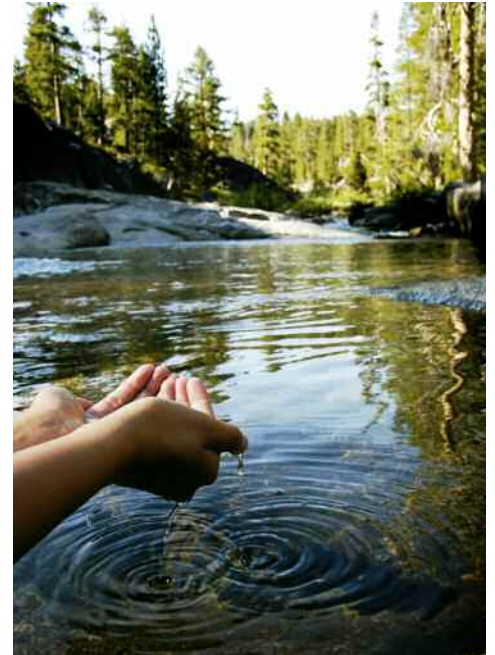
"Local companies can also apply for access to funds and then can use the money to purchase equipment or services to meet their needs from outside suppliers, including Canadians," says Ewa Gawron-Dobroczyńska, a trade commissioner in Warsaw.

"The main objective of these funds is to help the newcomers become more competitive with the rest of the EU. That's the bottom line and the time is now," she stresses.

Gawron-Dobroczyńska says opportunities also exist in Central Europe's renewable and biofuels/biocomponents sectors.

The trade commissioner says there are three key things Canadian companies should know about Central Europe's environment markets.

"By working with Polish partners, there is potential to expand across the whole EU market, including Eastern Europe and the Ukraine. It's also possible to outsource some production in Poland to profit from the country's skilled but less expensive



workforce, and there are opportunities for research and development collaboration on innovative technologies such as clean coal solutions," she says.

Kennedy agrees and highlights the importance of a local partner.

"Select your local partner well, structuring the relationship so you both share the risks and incentives for success equally," recommends Kennedy. "Your associate must be very familiar with local laws, methods of contracting and procurement."

In addition to his dedicated and high-energy Polish associates, Kennedy says working closely with helpful Canadian trade officials in Warsaw and participating in promotional events organized by the embassy, such as Canada Trade Day, helped support his business in Poland.

Kennedy says the future of Central Europe's environmental sector is looking brighter than ever—bright green that is.

For more information, go to www.infoexport.gc.ca and www.wciwasteconversion.ca. ◀

A Canadian food and beverage showcase

San Juan, Puerto Rico, April 5-6, 2008 > Food and beverage entrepreneurs can display their products and services with the Canadian pavilion at **Food Expo**, the Caribbean food industry's premier international exposition.

Over 300 exhibitors from around the globe are expected to participate in this trade show, which is estimated to generate \$85 million in sales of food and beverage products, equipment, technology and services.

Organizers says this event has established itself as the one of the best and the largest food trade shows in the Caribbean.



“This is an excellent opportunity to introduce your company to important emerging markets in the Caribbean and Central America and could be very rewarding in obtaining sales or initiating business relationships with international partners,” says Robert Grison of Canadian Export Development Inc.

Grison says the show organizer is inviting the region's key decision makers, buyers, distributors, wholesalers, supermarkets, hotels, restaurants, and chefs to visit the show.

The Canadian pavilion is organized by Canadian Export Development Inc., in co-operation with the Canadian Consulate General in Miami.

Note that space is booked on a first-come, first-served basis.

For more information, contact **Robert Grison**, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108. ◀

Get in on Middle East food show

Dubai, February 24-27, 2008 > Canadian exhibitors can expect to cook up new business at the **Gulfood Hotel & Equipment Exhibition**.

Gulfood is the largest and fastest growing food show in the Middle East and offers a one-of-a-kind opportunity for Canada's agriculture and food exporters to expand their reach in the region.

As the world's third-largest re-exporter—72% of the United Arab Emirates's imports are sent to 160 countries—Dubai offers Canadian exporters a world of opportunities. In Dubai alone, the hospitality sector is undergoing rapid growth, with 50 new five-star hotels and over 18,000 new rooms expected by 2010. At over \$3 billion annually, the region relies heavily on imported foodstuffs and has a growing appetite for Western-style food.

Gulfood attracts a wide range of importers, distributors, retailers, hotel and restaurant industry representatives and manufacturers. At last year's event, the show featured close to 2,200 companies from 70 countries and more than 32,000 visitors.

The Government of Canada and its consulate in Dubai are organizing and managing the Canadian pavilion at Gulfood.



Canadian exhibitors will benefit from a package of high-quality services featuring market information and intelligence, buyer invitations, a networking reception, on-site organization, meeting facilities and trade promotion support.

Booth allocation will be on a first-come, first-served basis.

For more information about the Canadian pavilion, go to www.ats.agr.gc.ca/gulfood, or contact **Judy Gaw**, Agriculture and Agri-Food Canada, tel.: (613) 759-7722, website: www.gulfood.com. ◀



BUILDING PRODUCTS

Hannover, January 12-15, 2008 >

Domotex is one of the biggest trade shows for the carpet and flooring industry worldwide. It is an international forum for architecture and interior design that provides companies in the furniture, lighting and floor covering sectors with opportunities to showcase their products.

Contact: Canadian Representative for Deutsche Messe Co-Mar Management Services, tel.: 1-800 727-4183, fax: (416) 690-1244, website: www.contractworld.com and www.hf-canada.com.

HEALTH INDUSTRIES

Seoul, March 13-16, 2008 > At the **Korea International Medical and Hospital Equipment Show**, entrepreneurs can expect to see a complete range of new and innovative products and services in medical technology and IT equipment, diagnostics, rehabilitation, nursing and consumer medicine.

Contact: Hyun Ju Lim, Canadian Embassy in Korea, tel.: (011-82-2) 3783-6000, fax: (011-82-2) 3783-6147/3783-6115, website: www.kimes.co.kr.

ICT

Austin, March 7-11, 2008 > The **SXSW Interactive Festival** features a trade show

and panel discussions on web design, usability, blogging, wireless innovation and new technology business models. It appeals to content developers, web designers, programmers, bloggers, wireless innovators, gamers, tech entrepreneurs, investors and educators.

Contact: Michael Mendoza, Canadian Consulate General in Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, website: www.2008.sxsw.com/interactive.

MULTI-SECTOR

London, January 13-15, 2008 > The **DIY and Garden Show** is the main showcase for the do-it-yourself market in the U.K.

Attendees range from independents to multiples and wholesalers, distributors to agents, representing all sides of the industry, from decorative to hardware and garden centres.

Contact: Carol Gould, Canadian High Commission to the United Kingdom, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, website: www.diyandgardenshow.com.

Bahrain, February 22- 24, 2008 > The **Bahrain International Garden Show 2008** is an international exhibition that will focus on the latest trends, techniques and technology for the garden, horticulture and agriculture sectors.

Contact: Viramex, tel.: (416) 741-2245, fax: (416) 741-3823, website: www.bahrainexhibitions.com.

OCEAN TECHNOLOGIES

Galveston, March 3-5, 2008 > The **Subsea Tieback Forum and Exhibition** will explore offshore oil and gas production and will look at transforming marginal fields into profitable assets. For companies interested in pushing forward the technology of subsea tiebacks to produce more oil and gas at a lower cost, over longer distances and in deeper waters, this show is for them.

Contact: Gilles Gaudet, Canadian Consulate General in Houston, tel.: (713) 821-1440, fax: (713) 821-1611, website: <http://stf08.events.pennnet.com/fl>.



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