



## U.S. Commercial Service – Canada

Quarterly Newsletter  
October 1 - December 30, 2008

From the desk of the  
Minister-Counselor:



*I am pleased to extend greetings to you from the U.S. Commercial Service in Canada, along with this first edition of our U.S. Commercial Service Canada Quarterly Newsletter.*

*The U.S. Commercial Service represents the International trade development arm of the U.S. Department of Commerce. Our mission in Canada, and around the world, is to work with U.S. business to promote economic prosperity, enhance U.S. job creation and strengthen our national security through international trade. We work to promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses, especially small and medium sized enterprises, can compete effectively and win in the global market place.*

*In Canada, we currently have five offices, located at the U.S. Embassy in Ottawa and U.S. Consulates in Montreal, Toronto, Calgary and Vancouver. Our trained and experienced staff of commercial specialists stands ready to help you identify new business opportunities, promote the export of your products and services, and establish mutually beneficial relations with potential business partners through our wide range of proven trade development programs and business facilitation services.*

*The United States of America and Canada share the largest trade relationship in the world today. In 2007 our two-way trade of goods amounted to \$1.5 billion per day, with U.S. exports to Canada exceeding our total exports to the 27 countries of the European Union combined. The Canadian market is readily accessible and highly receptive to U.S. exporters, due in large part to our common border, high standard of living, similar business practices, shared values, existing trade agreements and long history of cooperation.*

*We hope that this newsletter will serve to focus your attention on “Canada First” and encourage you to take advantage of our “Building Bridges to Prosperity” initiatives to expand U.S. – Canada trade and investment. Whether you are experienced in international business or seeking to export for the first time, the U.S. Commercial Service in Canada is ready to assist you in achieving your exporting goals. Please don’t hesitate to call on us, whenever we can be of service.*

Sincerely yours,  
Stephan Wasylo

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## ***Profile of Canada***

Area:	3.8 million sq. miles – second largest in the world
Population:	33.2 million (2007 est.)
Language:	English (official) 59.3%, French (official) 23.2%, other 17.5%
Government:	Federation, parliamentary democracy, and constitutional monarchy
GDP:	1.432 trillion (2007 est.)

## ***Official Exchange Rate as of 10/01/08***

US\$1 = C\$1.063

## ***Upcoming Canadian Holidays***

October 13, 2008	Thanksgiving
November 11, 2008	Remembrance Day
December 26, 2008	Boxing Day
January 2, 2008	Province of Quebec Civic Holiday

## ***Some Current News You Can Use***

- ◆ Canadian Prime Minister calls election on October 14. [Read more.](#)
- ◆ PM announces plan to identify and defend northern resources. [Read more](#)
- ◆ Airlines welcome Conservative proposal to increase foreign ownership. [Read more.](#)

## ***CS Canada Highlights from July 1, 2008 to September 30, 2008***

### **Orlando Delegation Visits Montreal to Develop Business Relations**

On August 5 – 8, 2008 the U.S. Commercial Service in Montreal welcomed and supported the visit of a Business Leadership Mission from Orlando, Florida. The mission was led by the Honorable Buddy Dyer, Mayor of the City of Orlando, and the Metro Orlando Economic Development Commission (EDC) and included over 90 of Orlando's top business leaders. CS Montreal assisted in organizing a networking reception in honor of the mission on August 5, with over 130 U.S. and Canadian guests representing life sciences, aerospace, telecommunication and multimedia business sectors in attendance. The EDC delegation was very pleased with the results of the mission and will be returning to Montreal to continue their business discussions.

### **Port Commerce Day in Ogdensburg, N.Y. Focuses on Trade Facilitation**

On August 27, 2008 U.S. Commercial Service representatives from Ottawa and Westchester, NY participated in the 2nd Annual "Port Commerce Day" workshop in Ogdensburg, N.Y. Program participants included fifteen U.S. company representatives, a representative from Congressman John M. McHugh's office, officials from the Ogdensburg Bridge and Port Authority, City of Ogdensburg, the Greater Ogdensburg Chamber of Commerce, the St. Lawrence County Chamber of Commerce, FedEx Trade Networks, and the St. Lawrence County Office of Economic Development. Discussions focused on increasing traffic flow and exports to Canada through the Port of Ogdensburg's facilities, and the benefits of Foreign Trade Zone 118 for Canadian companies involved in trade with NYS. U.S. Commercial Service representatives briefed participants on CS programs and services and counseled individual firms on the business climate and opportunities in Canada. The event concluded with a tour of the Port of Ogdensburg & Wind Turbine Components and a networking event.

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## ***Market Research Reports For Your Use....***

Our commercial specialists in Canada conduct market research and publish reports to draw attention to emerging opportunities, business trends and market developments with implications for U.S. exporters. We also conduct customized market research to address our individual client's interests and needs. Let us know if you need further details.

### **Published from July 1, 2008 to September 30, 2008**

- ◆ **Toys & Games Industry**  
The Canadian Toy Industry is worth US \$1.8 billion (at retail prices) according to the Canadian Toy Association. Its members are manufacturers, importers, retailers, and distributors of toys, games, seasonal and hobby products. This report analyzes the Toy and Game Industry and highlights the opportunities within it. The report contains data on market size, market trends, U.S.–Canada import/export statistics, best prospects, market demand, market entry, export opportunities, trade shows, and other important industry contacts. It also analyzes the safety of a product and discusses labeling and packaging requirements. [Read more](#)
  
- ◆ **Retail Loss Prevention Systems**  
Managing inventory shrinkage has become a top priority for Canadian retailers, and consequently there is increasing demand for advanced solutions designed to reduce inventory losses. Industry sources report that shoplifting and employee theft accounts for \$10 million daily in merchandise losses amounting to more than \$3.5 billion annually. The total market demand in Canada for retail loss prevention systems is estimated at \$13.2 billion for 2008, with a growth rate of 2-3 percent predicted for 2009. Imports will fulfill seventy-nine percent of this demand, amounting to \$10.4 billion going to foreign businesses. U.S. suppliers expect to supply approximately \$3.7 billion or thirty-five percent of these imports. [Read more](#)
  
- ◆ **The Growing Market for Unmanned Aerial Vehicles (UAVs) in the Defence Industry**  
Canada offers the most open, accessible and transparent public sector market for U.S. goods and services outside of the United States and prides itself as having the United States as its major trading partner. Defence Minister Peter MacKay announced that Canada will spend \$95 million over two years to lease unmanned aerial surveillance vehicles from MacDonald, Dettwiler and Associates Ltd. The company says there is an option for a third year worth approximately \$35 million. Canada will send an extra 250 soldiers to Afghanistan to help operate the helicopters and UAVs. This program is a reflection of Canada's commitment to increase defense spending over the next twenty years. [Read more](#)
  
- ◆ **Unique Labeling and Packaging Requirements**  
Consumer labeling and packaging requirements differ between countries, making it vital for exporters to acquaint themselves with local regulations and laws when entering international markets. For the latest Canadian regulatory information, access the Consumer Packaging and [Labelling Act and Regulations](#), October 1999.

View the full [market research reports](#) listed above and many other reports on our website.

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### **Upcoming Industry Reports**

- ✿ Canada's Natural Health Products Market
- ✿ Pumps and Compressors/Canada's Oil and Gas Sector
- ✿ ICT in Canada's Healthcare
- ✿ Canada: Wireless Market
- ✿ Dental Equipment and Supplies
- ✿ .....and many others

### ***Canada First - Building Bridges to Prosperity - Trade Events***

The Commercial Service in Canada is committed to providing U.S. exporters with a wide range of cost-effective, efficient, trade promotion opportunities to access the Canadian market. Listed below are some of the upcoming events on our trade promotion calendar in Canada. To ensure the highest quality of individual service for our client's participation is limited and awarded on a first come first served basis.

Let us know if you need further information regarding your participation.

- ✿ [Ontario Motor Coach Marketplace & Conference](#)  
October 19-22  
Toronto, Canada
- ✿ [Security Canada Central U.S. Pavilion](#)  
October 22-23, 2008  
Toronto/Montreal, Canada
- ✿ [U.S.-Canada Energy Partnering Exhibition and Seminar](#)  
November 18-19  
Toronto, Canada
- ✿ [Meet Your Match at Construct Canada 2008](#)  
December 3-5  
Toronto, Canada
- ✿ U.S. Product Literature Center  
[Canadian Home Furnishings Market](#)  
January 10-13, 2009  
Toronto, Canada
- ✿ U.S. Interoperability Technology Seminar  
January 15, 2009  
Ottawa, Canada
- ✿ BC Mining Opportunities  
March 24-25, 2009  
Vancouver, Canada

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- ✿ U.S. Geomatics/Geospatial Partnering Seminar  
March 30-April 1, 2009  
Toronto/Calgary, Canada
- ✿ [GO-EXPO 2009](#)  
June 9-11, 2009  
Calgary, Canada
- ✿ U.S. Information Technology Security Software Seminar  
June 11, 2009  
Ottawa, Canada
- ✿ Repcan West  
October 8-9, 2009  
Vancouver, Canada
- ✿ U.S. Pavilion at International Franchise Summit  
November 9-11, 2009  
Montreal, Canada
- ✿ [Health Achieve 2009](#)  
November 16-18, 2009  
Toronto/Montreal, Canada

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### ***Want to be a Featured U.S. Exporter?***

Featured U.S. Exporters ([FUSE](#)) are U.S. companies that advertise on our [BuyUSA website](#). Learn more about this program and how it can help to raise your profile in Canada by contacting Senior Commercial Specialist [Lucy Latka](#).

[Agriculture](#)  
[Building and Construction](#)  
[Consumer Goods](#)  
[Electronics](#)  
[Energy, Chemicals and Raw Materials](#)  
[Industrial Equipment](#)

[Information Technology and  
Telecommunication](#)  
[Professional Healthcare and Scientific  
Services](#)  
[Transportation](#)  
[Coin and Currency Equipment](#)  
[Other Companies](#)

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**Meet Your U.S. Commercial Specialists in Canada  
and note their National Industry Sector Responsibilities**

[Lucy Latka](mailto:lucy.latka@mail.doc.gov); email [lucy.latka@mail.doc.gov](mailto:lucy.latka@mail.doc.gov)

Defense Industries  
Government Procurement  
Management Consulting Services

[Tracey Ford](mailto:tracey.ford@mail.doc.gov); email [tracey.ford@mail.doc.gov](mailto:tracey.ford@mail.doc.gov)

Telecom Products/Services  
Sporting Goods  
Film/Video Recordings

[Gina Bento](mailto:gina.bento@mail.doc.gov); email [gina.bento@mail.doc.gov](mailto:gina.bento@mail.doc.gov)

Aerospace and Aviation  
Forestry

[Luz Betancur](mailto:luz.betancur@mail.doc.gov); email [luz.betancur@mail.doc.gov](mailto:luz.betancur@mail.doc.gov)

Educational Training Services

[Sue Bissi](mailto:sue.bissi@mail.doc.gov); email [sue.bissi@mail.doc.gov](mailto:sue.bissi@mail.doc.gov)

Textiles/Apparel  
Personal Products

[Connie Irrera](mailto:connie.irrera@mail.doc.gov); email [connie.irrera@mail.doc.gov](mailto:connie.irrera@mail.doc.gov)

Safety and Security  
Hotel-Restaurant  
Business Equipment  
Print Media

[Madellon Lopes](mailto:madellon.lopes@mail.doc.gov); email [madellon.lopes@mail.doc.gov](mailto:madellon.lopes@mail.doc.gov)

Plastics/Chemicals  
Automotive/Transportation

[Eli Osores](mailto:eli.osores@mail.doc.gov); email [eli.osores@mail.doc.gov](mailto:eli.osores@mail.doc.gov)

Consumer Goods  
Furniture  
Giftware/Jewelry  
Lawn and Garden Equipment  
Toys and Games

[Viktoria Palfi](mailto:viktoria.palfi@mail.doc.gov); email [viktoria.palfi@mail.doc.gov](mailto:viktoria.palfi@mail.doc.gov)

Computer Products/Services  
Multimedia  
Services

[Stefan Popescu](mailto:stefan.popescu@mail.doc.gov); email [stefan.popescu@mail.doc.gov](mailto:stefan.popescu@mail.doc.gov)

Energy  
Industrial Machinery  
Iron and Steel

[Crystal Roberts](mailto:crystal.roberts@mail.doc.gov); email [crystal.roberts@mail.doc.gov](mailto:crystal.roberts@mail.doc.gov)

Agricultural/Pet Products  
Processed Foods/Beverages

[Pierre Richer](mailto:pierre.richer@mail.doc.gov); email [pierre.richer@mail.doc.gov](mailto:pierre.richer@mail.doc.gov)

Healthcare Industries

[Cheryl Schell](mailto:cheryl.schell@mail.doc.gov); email [cheryl.schell@mail.doc.gov](mailto:cheryl.schell@mail.doc.gov)

Environmental  
Laboratory and Scientific Instruments  
Franchising

[Judy Simonite](mailto:judy.simonite@mail.doc.gov); email [judy.simonite@mail.doc.gov](mailto:judy.simonite@mail.doc.gov)

Metals/Minerals/Mining  
Marine Equipment

[Ruth Williamson](mailto:ruth.williamson@mail.doc.gov); email [ruth.williamson@mail.doc.gov](mailto:ruth.williamson@mail.doc.gov)

Air Conditioning and Refrigeration  
Building  
Travel and Tourism

The U.S. Commercial Services has five offices across Canada, in [Ottawa](#), [Montreal](#), [Toronto](#), [Calgary](#) and [Vancouver](#).

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## ***Play Jeopardy....the Canadian Way***

- ♦ **What is a loonie?** Canada's one dollar coin is affectionately called the loonie. The loonie derives its name from the loon, an aquatic bird that is native to Canada and depicted on the one dollar coin.
- ♦ **What is a toonie?** Canada's two dollar coin. The name is derived from a combination of the number "two" and the loonie. Don't be surprised when a cashier asks you if you have a loonie or a toonie.
- ♦ **What is the second largest country in the world?** Canada. Only Russia covers a larger geographic area than Canada.
- ♦ **Which country has the longest coastline in the world?** Canada, with coastlines on the Atlantic, Arctic, and Pacific Oceans.
- ♦ **Who is our number one supplier of imported oil and natural gas?** Canada, for eight years running. Canada is also the fifth largest energy producer in the world.

## ***Canadian Fun Facts ....***

- ♦ If a debt is higher than 25 cents, it is illegal to pay it with pennies
- ♦ Superman was created by Canadian Joe Shuster
- ♦ The handles on beer cases are big enough to fit hands with mittens.

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## Travel

- ✦ **AIR TRAVEL:** All Americans traveling by air outside the U.S. are required to present a passport or other valid travel document to enter or re-enter the United States.
- ✦ **LAND/SEA TRAVEL:** Currently all U.S. citizens need to present either a passport, a passport card (scheduled to be in full production beginning in July 2008), or [WHTI-compliant document](#); or a government-issued photo ID, such as a driver's license, along with proof of citizenship, such as a birth certificate. However, on June 1, 2009, the U.S. government will implement the full requirements of the land and sea phase of WHTI. The proposed rules require most U.S. citizens entering the United States at sea or land ports of entry to have a passport, passport card, or [WHTI-compliant document](#).
- ✦ **THIRD COUNTRY ENTRY:** U.S. citizens entering Canada from a third country must have a valid U.S. passport.
- ✦ **VISA REQUIREMENTS:** A visa is not required for U.S. citizens to visit Canada for up to 180 days. Anyone seeking to enter Canada for any purpose besides a visit (e.g. to work, study or immigrate) must qualify for the appropriate entry status, and should contact the [Canadian Embassy](#) or nearest consulate.
- ✦ **MORE INFORMATION ON [WESTERN HEMISPHERE TRAVEL INITIATIVE \(WHTI\)](#)**

## Newsletter Comments

Tell us what you think! If you have any questions, comments or suggestions about the USCS Newsletter, please send them to [lucy.latka@mail.doc.gov](mailto:lucy.latka@mail.doc.gov).

If you would like to unsubscribe from our newsletter, please contact [Lucy Latka](#).

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