



Canada First – Building Bridges to Prosperity

U.S. Commercial Service - Canada

Quarterly Newsletter

July 1 – September 30, 2009



In This Issue ... Page

Current News	2
CS Canada Highlights	3
Invest in America	3
Market Research Reports	4
Upcoming Trade Events	5
Featured U.S. Exporters	6
Upcoming Holidays	6
Snapshot of Newfoundland & Labrador	7
Travel	7
Play Jeopardy	8
Did you know	8
Internship	8
Comments	8

Useful Links

- [U.S. Commercial Service](#)
- [CS Canada Staff Directory](#)
- [U.S. Embassy in Canada](#)
- [Western Hemisphere Travel Initiative](#)
- [Government of Canada](#)
- [American Chamber of Commerce - Canada](#)

EXPAND YOUR CLIENT BASE AND INCREASE YOUR SALES!

THINK CANADA FIRST AND JOIN US FOR REPCAN!

When planning the 14th Annual RepCAN, the U.S. Foreign Commercial Service was prepared to tackle the greatest challenge facing firms in an economic slump: faltering sales. Without sales, there's no revenue. Without revenue, there's no going concern. And that's our concern.

By attending RepCAN 2009, U.S. firms gain exposure in Montreal, Toronto, and Vancouver – every key Canadian market – as well as Commercial Service expertise in finding quality distributors and agents hand-picked to meet their unique needs. The Commercial Service will arrange face-to-face meetings with potential agents and distributors supported by logistical assistance, world-class market-research and briefings, and additional hosted networking events.

Now is the time for bold moves in the pursuit of growth. With a strong record of successfully helping American companies get that foot in the door and grow by exporting to Canada, RepCAN could help your firm thrive!

Take advantage of the close ties between the U.S. and Canada. Take advantage of the U.S. Foreign Commercial Service. Take advantage of RepCAN 2009!

Registration Deadline is August 14, 2009

For more information contact Sr. Commercial Specialist Madellon Lopes by phone at: (416) 595-5412 x227 or by email at: Madellon.Lopes@mail.doc.gov.

Current News You Can Use!

President Obama nominates Chicago lawyer David Jacobson as U.S. Ambassador to Canada

On June 4, 2009, President Obama announced his intent to nominate David Jacobson as U.S. Ambassador to Canada. [Read more](#)



President Obama and Prime Minister Harper support the Chrysler LLC restructuring plans. [Read more](#)



U.S. Secretary of Commerce, Gary Locke, addresses the America's Business Forum. [Read more](#)

Commerce Secretary Gary Locke Meets with Canada's Minister of Industry Tony Clement

On May 21, 2009, the first meeting between Secretary Locke and Minister Clement was held at the Commerce Department in Washington DC. [Read more](#)

U.S. Commerce Secretary issues a statement on the May 2009 U.S. Retail and Food Services Sales

The U.S. Commerce Department's Census Bureau released their May 2009 U.S. Retail and Food Services Sales. The report showed an increase in U.S. nominal retail sales, motor vehicle and parts sales and also showed an increase in gasoline sales. [Read more](#)

Commercial News USA: Celebrates its 30th Anniversary

Commercial News USA is the official United States Department of Commerce showcase for American-made products and services. [Read more](#)



65th Anniversary Celebration of D-Day

On June 6, 1944 the Battle of Normandy was fought between the Allied nations and German forces occupying Western Europe during the Second World War. Due to the success of D-Day, Hitler was defeated soon after the Normandy invasion. There are many interpretations of the term "D-Day," suggesting it stood for "decision day" or "disembarkation day," the army's use of the term means an "undefined day," or the first day of any operation.

(L-R) President Barack Obama, Britain's Prince Charles, Britain's Prime Minister Gordon Brown, Canada's Prime Minister Stephen Harper and France's President Nicolas Sarkozy as they arrive at the Colleville-sur-Mer cemetery to attend a ceremony marking the 65th anniversary of the D-Day landings in Normandy, France.

[Back to Top](#)

[Canada: Land of opportunity – The Toronto Star June 6, 2009](#)

American companies take a second look at expanding in Canada.

[Trade Ministers of the United States, Canada and Mexico call for an end to unscientific bans on pork imports](#)

On May 7, 2009 a statement was issued calling for an end to unscientific bans on pork imports from the United States, Canada and Mexico due to the fears of the H1N1 flu virus and the negative economic impact of such bans.

[Canada is elevated to the Priority Watch List in the USTR 2009 Special 310 Report](#)

For the first time, Canada has been elevated to the priority watch list in the Special 310 Report. The report identifies growing concerns with Canada's copyright reform such as internet piracy and weak border enforcement.

[Government of Canada Invests in Research and Development Project to Improve Safety and Security of Global Supply Chains](#)

On May 26, 2009, the Honorable Tony Clement, Minister of Industry, announced a \$3.1 million repayable investment in research and development (R&D) to be undertaken by TransCore Link Logistics Inc. for the satellite-based tracking of goods and monitoring of products. This project will increase the security of goods coming into Canada.

CS Canada Highlights from April 1, 2009 to June 30, 2009

U.S. Aerospace Supplier Development Mission to Canada 2009

The U.S. Aerospace Supplier Development Mission was held on May 5-6, 2009 in Montreal, Quebec. Fifteen aerospace companies from across the United States participated in this event where they met with Canadian OEMs, representatives and distributors. A reception following the event was held for over 65 aerospace officials and high level Canadian guests. [Read more](#)

Business Opportunities at the Vancouver Winter Olympics 2010

On March 12, 2009 U.S. Commercial Vancouver met with British Columbia's Deputy Minister of Economic Development, Don Fast, to discuss Canada's plans to host a major business development component during the 2010 Winter Olympic Games in Vancouver. According to Mr. Fast, each of Canada's Provinces will have a significant presence and business program during the Olympics to welcome VIPs and key business representatives from around the world. In addition to extending hospitality and courtesies to foreign business visitors, BC and the other provinces will be offering matchmaking services and site visits in an effort to develop and strengthen business links between the targeted visitors and Canadian companies and government officials.



The United States supports foreign direct investment, and provides foreign investors fair, equitable, and nondiscriminatory treatment as a matter of policy, law, and practice. [Read more](#)

USCS Canada Promotes Invest in America at Council of American States in Canada

U.S. Commercial Officers attended a Council of American States Seminar to promote Invest in America. This seminar targeted Canadian companies interested in investing in the United States.

[Back to Top](#)

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.

◆ New Pesticide Regulations in the Province of Ontario

On April 22, 2009, a new pesticides ban took effect in the Province of Ontario. The ban prohibits the sale and use of pesticides for cosmetic (non-essential) purposes on lawns, gardens, parks and schoolyards, and includes many herbicides, fungicides and insecticides. Over 250 products have been banned for sale and more than 80 pesticide ingredients have been banned for non-essential or "cosmetic" uses. The ban is designed to protect Ontario's families and children from unnecessary risks posed by cosmetic pesticide use and only allow the use of certain lower-risk pesticides for controlling weeds and pests in lawns and gardens. [Read more](#)

◆ Current Import Regulations for Fertilizers and / or Soil Supplements Entering Canada

U.S. firms interested in exporting fertilizers and/or soil supplements to Canada should be aware of the current import regulations imposed by the Canadian Food Inspection Agency (CFIA). All fertilizers and supplements that are imported and/or sold in Canada are regulated by CFIA and must first be approved under the *Fertilizers Act and Regulations* prior to entering Canada. [Read more](#)

◆ Excellent Opportunities for U.S. Exporters

On April 27, 2009, Porter Airlines announced that it will invest over C\$45 million in its new 150,000 square foot passenger terminal facility at the Toronto City Centre Airport. The first phase of the terminal includes passenger facilities, aircraft gates, and office space is scheduled to be completed by November 2009. The remainder of the expansion is projected to be completed by spring 2010. The airline's C\$45 million investment will provide 300 immediate infrastructure jobs and add an additional 400 employees to Porter's current staff. [Read more](#)

◆ Future Mass-Transit Projects in Metro Vancouver

The provincial Government of British Columbia and public regional transportation authority Translink has announced a plan to improve public transit in Metro Vancouver. The value of these improvements is estimated to be US\$11 billion. This new project provides excellent opportunities for U.S. exporters. [Read more](#)

◆ Positive Growth Predicted in the Robotics Industry

After strong results in 2006 - 2007, the market recorded a sharp decrease of over 20% in 2008. It is expected to contract further in 2009 with a slow return to positive growth possible in 2010. The Canadian robotics industry was valued at US\$474 million in 2008, significantly concentrated in Ontario and largely dependent on imports. About 25 percent of total imports originated from the United States. [Read more](#)

[Back to Top](#)

Page 4 of 8

- ◆ **The Waste Electrical and Electronic Equipment (WEEE) Program**
Effective April 1, 2009 the newly implemented Waste Electrical and Electronic Equipment (WEEE) Program requires the payment of recycling fees on all electrical and electronic equipment sold in Ontario. United States companies are responsible for paying these fees if they have Ontario residency and a commercial connection in Ontario. This plan was created under the Waste Diversion Act implemented to encourage the reduction, reuse and recycling of waste as well as the implementation of waste diversion programs. [Read more](#)
- ◆ **Goods and Service Tax (GST) on Imported Computer Software**
United States companies who are exporting software to Canada are responsible for ensuring that the sales of their products comply with applicable Canadian tax laws. The GST is a federally imposed, multi-level, value-added tax of 5% that is added to most goods and services sold in Canada for domestic consumption. U.S. companies who are conducting business in Canada may have to register to collect and remit GST to the Government of Canada. [Read more](#)
- ◆ **New Registration Obligations for Electrical Products Sold in Ontario**
Effective April 1, 2009, the provincial Government of Ontario has announced new registration requirements for manufacturers (including U.S. manufacturers) of electrical products for sale and distribution in Ontario, Canada. Registration will have to be completed no later than August 30, 2009. [Read more](#)

Upcoming Industry Reports

- ◆ Educational Supplies and Technology Market
- ◆ Cosmetics and Skin Care industry
- ◆ Aircraft Engine and Engine Parts
- ◆and many others

Upcoming 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.

- ◆ [The WSA Show & The Collections at WSA 2009](#) - International Buyer Matchmaker Program
Las Vegas, Nevada
July 31 to August 2, 2009
- ◆ [Trade North America Conference](#)
Detroit, Michigan
September 9 to 10, 2009

[Back to Top](#)

Page 5 of 8

✿ [The III Americas Competitiveness Forum](#)
Santiago, Chile
September 27 to 29, 2009

✿ [RepCAN 2009 – USCS Canada's Flagship Event](#)
Toronto September 29, 2009
Montreal October 1, 2009
Vancouver, BC October 16, 2009

USCS Canada is proud to announce our flagship event, **REPCAN 2009 - BUSINESS MATCHMAKING EVENT!** This multi-sector matchmaker event will be held in three locations across Canada. It is designed to provide U.S. export-ready, small to medium-sized companies with a highly efficient and cost-effective opportunity to establish profitable commercial relations with prospective agents, distributors and end-users in any one, or all three, of Canada's primary regional markets.

✿ [The American Film Market](#) - International Buyer Matchmaker Program
Santa Monica, California
November 4 to 11, 2009

Would you like to be a "Featured U.S. Exporter" in Canada?



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](#).

Upcoming Canadian Holidays

August 3, 2009 Civic Holiday (Ontario, BC, Manitoba, NS, Calgary)

September 7, 2009 Labor Day

[Back to Top](#)

Snapshot of Newfoundland and Labrador – "The Rock"



Newfoundland means "new found isle." The name Labrador is from the Portuguese word "lavrador" or small landholder, and is attributable to João Fernandes, a Portuguese explorer. In 2001, an amendment to the Terms of Union of Newfoundland with Canada officially approved a name change from the province of Newfoundland to the province of Newfoundland and Labrador. Newfoundland is one of four Atlantic provinces in Canada. The town of Gander in Newfoundland played host to thousands of airline passengers stranded there when American airspace was closed after the September 11 terrorist attacks.

Area:	405,720 sq. km – Two sections: Newfoundland (island) & Labrador (mainland)
Population:	508,990 - Ninety-Four percent of the province's population resides on the Island of Newfoundland
Language:	English (official) 97.6%; French 0.4%; other 2.0%
Government:	Progressive Conservative Party – Premier Danny Williams
GDP:	In 2008, the GDP was 31,458,000
Capital:	St. John's
Main Industries:	Energy, fisheries, mining, forestry, tourism

Travel

✦ No Border Chaos as WHTI comes into effect

On June 1, 2009 the final phase of the Western Hemisphere Travel Initiative came into effect without any unusual delays. According to Terry Breese, Chargé d'affaires of the U.S. Embassy in Ottawa, Americans and Canadians who cross the border abided by U.S. law and presented appropriate documentation to cross without incident. [Read more](#)

✦ Commerce Secretary Gary Locke Hosts Meeting of the U.S. Travel and Tourism Board

On June 2, 2009 Commerce Secretary Gary Locke hosted a meeting with U.S. Travel and Tourism Advisory Board (TTAB). The main topics of discussion were airport congestion, travel facilitation and the economic sustainability of the travel and tourism industry. [Read more](#)

✦ "Zoomers" Travel to U.S. destinations

According to Suzanne Boyd, Editor-in-Chief of Zoomer Magazine, U.S. destinations are the top ten Canadian travel trends. The term "Zoomer" or "Boomers with Zip" encompass both the baby boomers (44 - 62 years) and those who are older. It's a group of more than 14.5 million, 44 percent of the Canadian population, which represents more than 70 percent of Canadian wealth and 54 percent of Canadian travelers. What a great opportunity to promote tourism in the United States.

✦ Temporary Port of Entry reopens the Seaway International Bridge at Massena

On July 13, 2009 the Canada Border Services Agency opened a temporary facility stationed in the City of Cornwall. For updates on the Cornwall Port of Entry and other locations wait times, read more on [Canada Border Services Agency](#).

✦ [Visiting Canada - Information for Business Visitors](#)

- ✦ **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.

Play Jeopardy....the Canadian Way

- ◆ Answer: The border between Canada and the United States is officially known as the International Boundary. At 5,525 miles, including 1,538 miles between Canada and Alaska, it is the world's longest border. *Question: What is the name of the longest border in the world?*

- ◆ Answer: In 2006 the State of West Virginia exported \$867,000 worth of live turkeys and \$193,000 worth of turkey eggs to Canada. *Question: From which State in the United States does Canada import most of their live turkeys and turkey eggs?*

Did you know

- ◆ Canada Day, celebrated every July 1, was formerly known as Dominion Day. It is Canada's national day, a federal statutory holiday celebrating the anniversary of the July 1, 1867 enactment of the British North America Act. This enactment united four provinces to become Canada. Canada Day observances take place throughout Canada as well as internationally.

- ◆ The Labour Day holiday, as in the United States, celebrates worker solidarity. This holiday is celebrated on the first Monday in September. Post offices and most other businesses and organizations are closed.

- ◆ There are no snakes, skunks, deer, porcupines or groundhogs on the island of Newfoundland. There is also no ragweed pollen on the island.

Do you know someone who would benefit by doing an Internship with the U.S. Commercial Service in Canada?

The U.S. Commercial Service in Canada offers internship opportunities to students interested in working in a dynamic environment and furthering their understanding of the biggest trading relationship in the world. Please note that prospective interns must be enrolled in an educational institution at the time of application.

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.

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

©2009 US Commercial Service - All rights reserved.

[Back to Top](#)