

Canada

# Canada Showcase 2011

Sunday, 20 February 2011, 10:00 am to 18:00 pm

Harmony Room, Bangabandhu International Conference Centre, Dhaka



## Message



I am pleased to learn that Canada Bangladesh Chamber of Commerce and Industry (CanCham) and the High Commission of Canada in Dhaka have jointly organised a one-day Canada Showcase event in Dhaka. On this special occasion, I would like to thank and congratulate all who have worked hard to make it happen.

I understand that the showcase will include the first solo Canadian trade exhibition in Bangladesh as well as seminars on Trade and Education. Trade between Canada and Bangladesh has increased significantly in the last few years and I understand that last year two-way trade reached to \$1.4 billion. Bangladesh's main exports to Canada were ready made garments and Canada's agricultural products. I am particularly happy to know that the trade surplus is in our favour. I hope and wish that this trend will continue this year.

I expect this Showcase will have an important role to play in furthering our bilateral trade relations and in working with Canadian and Bangladeshi industry to forge stronger partnerships. I look forward to the CanCham and the High Commission playing a pivotal role as a catalyst to further enhance the trade and investment opportunities between our two countries.

It is with great pleasure that I offer my sincere congratulations on the formal opening of the "Canada Showcase 2011".

Joy Bangla,  
Joy Bangabandhu

Muhammad Faruk Khan, MP

Muhammad Faruk Khan, MP  
Minister  
Ministry of Commerce  
Government of the People's  
Republic of Bangladesh, Dhaka.



## Message



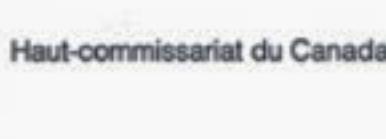
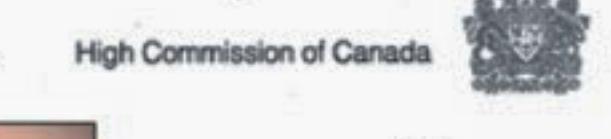
It gives me immense pleasure to host the solo Canadian trade-show called Canada Showcase 2011 in partnership with Canadian High Commission in Dhaka to be held on February 20, 2011 at the Bangabandhu International Conference Centre in Dhaka. In order to perk up more awakening among the local business community and to improve trade relations between Canada and Bangladesh, we have taken the initiative to organize this maiden trade show.

The Showcase will include exhibition booths, presentations on the Canadian trade sector and a seminar on education in Canada. Obviously, the Canada Showcase 2011 will usher in a new era of bilateral cooperation between Canada and Bangladesh. May I mention here that Bangladesh shows conclusive signs of political prudence and economic development. The Canadian private sector's presence here in Bangladesh is also growing as Canadian companies are realizing the opportunities that exist within the growing market of Bangladesh.

Canadian companies have already made their marks in textile, infrastructure, footwear, telecommunications and power and energy projects and are recognized in Bangladesh for high quality products and services. On trade and investment, the scenario has by now reached an enviable level. Precisely, Canada - Bangladesh trade grew to \$1.4 billion at the end of 2009, with exports of Canadian goods at \$600 million and Bangladesh's exports at \$800 million. In the first 11 months of 2010, the two-way trade was also about \$1.4 billion. The balance of trade is still in Bangladesh's favour. Canadian investments in Bangladesh have meanwhile reached more than \$300 million. Major Canadian companies in telecommunications, engineering, energy and aeronautics are currently exploring major contracts.

I hope, the Canada Showcase 2011 will usher in a new era of bilateral cooperation between Canada and Bangladesh.

Masud Rahman  
President



## Message



It is with pride and pleasure that I can formally announce Canada Showcase 2011, taking place today at the Bangabandhu centre in Dhaka, organised by the High Commission of Canada and the Canada Bangladesh Chamber of Commerce and Industry (CanCham).

Canada has been a strong supporter of Bangladesh since its independence in 1971. Bangladesh's economy has greatly strengthened in recent years, assisted by over \$4 billion in Canadian development assistance. The resulting robust growth in GDP has sent a positive signal to Canadian industry.

Trade has been a particular success story in bilateral relations, with growth of over 50% in two-way flows in the period 2008-2010. Canadian FDI here has also started to take off from a current base of about \$300 million, and Canadian firms are increasingly involved and active in bidding on major infrastructure and other national projects. Sectors of interest include energy, agri-food, transportation, telecommunications, computers, light industry, engineering and project management, among many others.

I am proud to represent my nation in a country with which we have such a long and important history of international cooperation, bilateral partnership and close socio-economic ties, including a vibrant 100,000-strong Bangladeshi community and thousands of our students in Canada. In recent years our relationship has been constantly strengthening in many ways, including commercially. In that regard, I look forward to the success of Canada Showcase 2011 and trust that it will serve as a catalyst to expand and diversify the strong levels of trade and investment already achieved by our two countries.

Thank you to all the organisers and the participants on this special day!

Robert McDougall  
High Commissioner of Canada

## Canada Showcase 2011: An overview

By Hafeejul Alam, Secretary CanCham

Bangladesh has been placed 15th in the international ranking of potential countries for investors and businessmen in 2010, while the country was in the 28th place in 2009, according to the most recent JBIC survey report. The government of Bangladesh is also offering different kinds of facilities like tax holiday, 100 per cent profit sending back to own countries, easier visa process, work permits and cash incentives. It's time that Canadian investors took full advantage of this development and enriched inter-trade between Canada and Bangladesh. The recent export earnings of the country have also shot up by over 40%, albeit most of this development has been confined to the RMG sector, where a sizable Canadian investment is also involved. Besides, Bangladesh has been identified as one of the world's top 30 emerging nations where IT services could be shifted in 2010-2011. Gartner, the world's leading information technology research and advisory company, has included Bangladesh for the first time along with 29 other top countries. Therefore, Bangladesh shows conclusive signs of political prudence and economic development. The Canadian private sector's presence here in Bangladesh is also growing as Canadian companies are realizing the opportunities that exist within this market of about 30 million middle class population. Canadian companies have already made their marks in textile, infrastructure, footwear, telecommunications and power and energy projects and are recognized in Bangladesh for high quality products and services.

In order to wake up the local business community and to improve trade relations between Canada and Bangladesh, CanCham in cooperation with the Canadian High Commission at Dhaka has organized quite a number of seminars, workshops and receptions for important personalities and institutions from Canada. To name only a few, the CanCham and the Canadian High Commission in Bangladesh jointly organized a seminar on "Canadian Agricultural Products". The seminar was attended by distinguished business leaders of Bangladesh and the Canadian agricultural products delegation led by Lionel LaBelle, President of Saskatchewan Trade and Export Partnership (STEP) and Mr. Tim Marshall CEO of STEP. Very recently, Canada Bangladesh Chamber of Commerce and Industry (CanCham) arranged a reception in honor of the delegates/trainers from Canadian Wheat Board and the Canadian International Grains Institute, following a day-long technical training session for wheat millers, bakers and lab technicians in Dhaka. Controlled by western Canadian farmers, the Canadian Wheat Board (CWB) is the largest wheat and barley marketer in the world.

Our current initiative, the first solo Canadian trade exhibition in Bangladesh, called Canada Showcase 2011 is being held on February 20 at Bangabandhu International Conference Center, Dhaka. The event, a joint endeavor of the High Commission of Canada at Dhaka and the Canada-Bangladesh Chamber of Commerce and Industry (CanCham), has drawn substantial participation from Canadian and Bangladeshi companies which, it is hoped, will result in boosting Canadian investment in sectors like power, energy including renewable energy, IT, transport, aviation etc. Showcase Canada should also encourage and promote Canadian companies and products in this market, targeted at fostering further growth and diversification in an already vibrant trade and investment relationship. The trade show includes exhibitions, presentations on the Canadian trade sector and a seminar on education in Canada. This will be complemented by a ceremony to present the Fourth Canadian Awards for Excellence in Bangladesh Journalism, in which the members of the major press and electronic media are expected to participate. Obviously, the Canada Showcase 2011 will usher in a new era of bilateral cooperation between Canada and Bangladesh.

## Explore Canada's Food & Agriculture Industry

### Quality Choices and Innovative Products



Canada's natural bounty nurtures some of the world's best-quality goods which can be bought as delicious consumer-ready products, packaged under private labels, or used as ingredients in processing food and non-food products. Canada exports top-quality grains, oilsseeds and pulses, meticulously bred, carefully cultivated, inspected and certified. These exports meet the particular specifications of our customers who develop products such as baked goods, beer and pasta.

Our meat products start from the finest livestock, which are sought after by countries around the world. Our high animal health standards, scientifically developed animal care and feeding systems, and state-of-the-art processing technologies allow the Canadian industry to provide customers with wholesome, great-tasting meat products, whether fresh-cut, frozen or processed for soups and prepared dishes. Canada can provide halal-certified, kosher, natural and organic meat products in a variety of cuts. Canada's fish and seafood sector has earned a reputation as a supplier of some of the best products in the world because of its dedication to quality management, innovation and sustainable management of the fishery resource. Bounded by the Pacific, Atlantic and Arctic oceans, and dotted with plentiful freshwater lakes, Canada supports more than 160 species of fish and seafood, and exports fresh, frozen, smoked and canned products to more than 130 countries.

Across the varied geography of Canada, our horticultural sector is involved in the production and packing of more than 120 different crops including vegetables, fruit, flowers and ornamental plants such as Christmas trees. Our crops range from the more commonly-known potatoes, apples, tomatoes and other greenhouse-grown products to the more exotic native fiddleheads, wild blueberries, saskatoons and cranberries. Sold fresh

in North America, Canadian fruits and vegetables are also exported as frozen products, processed for the food service industry, or turned into healthy and tasty sauces, preserves, pies and flavouring ingredients. Other key horticultural crops are honey and our famous Canadian maple syrup.

The world is also drinking more Canadian bottled water than ever before. Canada holds 25 percent of the world's fresh water. Such a ready supply, combined with our clean natural environment and stringent quality standards, ensures customers get some of the highest quality bottled water in the world.

Canada's food processing industry is innovative and flexible. A multicultural heritage puts our food processors in the unique position of being well equipped to satisfy foreign market tastes and preferences through a wide range of manufactured products. The highly competitive North American Free Trade Agreement market has also created a flexible industry, responsive to customer needs and changing opportunities in export markets.

Canada's food safety system applies rigorous standards to regulate food production and to monitor and control the introduction and spread of pests and diseases in plants, animals and their products. The Canadian Food Inspection Agency (CFIA), a government body, certifies all food and many agricultural goods for export. It verifies industry compliance with federal acts and regulations by registering and regularly inspecting food processing and slaughter plants. Stringent programs are in place to test products and ensure residues comply with international standards. The CFIA operates emergency response systems for food safety in partnership with Health Canada, provincial agencies and the Canadian food industry. The CFIA also assists industry to adopt science-based risk management practices to minimize food safety risks.

The Canadian Grain Commission (CGC) is the government agency responsible for food safety in Canada. The CGC monitors shipments for mycotoxins, heavy metals and fungi, in conjunction with the grain quality assurance system. This vigilance ensures Canadian grain is safe, meets the strictest international tolerances for toxic contaminants, and consistently meets market specifications for quality.

### Culture of innovation

Independent economic studies have recognized Canada's leadership in turning out university and college graduates, which has benefited its food industry. Knowledgeable people, dedicated to safety, quality and good service, operate throughout the Canadian supply chain. These include primary producers, the leaders of our food manufacturing companies and the scientists who support the industry.

In addition, as a nation built by immigrants, Canada is a microcosm of the world, able to adapt to the needs and preferences of customers all over the globe. Our industry is supported by a research infrastructure that brings innovation to all areas of production. Canadian plant researchers, for example, introduced canola to the world. Canola produces oil that is gaining recognition for its health benefits and wide range of uses. Canadian food scientists also isolate new compounds in foods that can contribute to health. They help develop new food ingredients such as oat and barley fibres, or Beta-Glucans, which can be used in food products to help reduce harmful cholesterol.

Canadian innovation has also produced some of the most advanced storage and packaging techniques for fresh food products, and has developed new processing technologies to improve the shelf life of foods. One example is the fermentation process developed by Canadian researchers to expand the shelf life of kimchi, a Korean staple dish, from one month to a full year without pasteurization or preservatives. Thanks to this technology, kimchi can now be eaten as a fresh and tasty dish all year round, with improved safety over the traditional process. Our network of researchers also assists in the continuous improvement of feeding and management practices on the farm, to provide customers with products that are safe, nutritious, flavourful and produced in a manner that protects and respects the environment.

Finally, Canada is implementing advanced traceability systems that offer customers the ability to verify that products are being developed and manufactured according to their specifications.

### Food safety

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### Buy Canadian and taste the difference

Explore and discover what Canada can offer - safe, quality products to satisfy the tastes of customers world-wide. For information about Canada's agriculture and food products and suppliers, visit the Government's Agri-Food Trade Service website at [www.ats.agr.gc.ca](http://www.ats.agr.gc.ca).

## Solar Photovoltaic Energy



In Canada, Photovoltaic (PV) technology has become a favoured form of renewable energy technology due to a number of social and economic factors, including the need to reduce greenhouse gas (GHG) emissions, deregulation and the restructuring of electric power generating companies. The rapid growth in the deployment of photovoltaics in recent years indicates that the technology is quickly gaining ground in Canada.

CanmetENERGY's primary mandate is to help develop and deploy photovoltaic energy technologies in Canada. To this end, two strategic approaches are being taken. The first is to accelerate the deployment of solar power in Canada, while the second aims at exploiting solar energy's potential, both nationally and internationally.

CanmetENERGY carries out work to provide stakeholders with the necessary information to make informed decisions. This includes the coordination of various research projects, participation in international committees on the establishment of photovoltaic standards, and producing information that will support capacity-building in Canada. Our team's work and research aim to generate knowledge and facilitate its communication to decision makers in Canada. It's projects include:

- Research and demonstration on low energy solar homes
- Integration of utility-scale photovoltaic applications within smart grids
- Development of codes, certification, and installation standards for PV systems and components
- Developing photovoltaic and solar resource maps for Canada and participating in international collaboration on solar PV electricity forecasting
- Representing Canada in the International Energy Agency Photovoltaic Power Systems Programme.
- Disseminating information to the Canadian PV industry.

CanmetENERGY also actively contributes its expertise through innovative partnerships within the industry. Most research projects are carried out, on a cost-sharing basis, with industry, universities, research groups, quasi-public agencies and other departments and governments. We share our expertise by participating in international committees on photovoltaics, participating in joint projects with industry, developing software to assist in feasibility studies, as well as developing information and training tools.

CanmetEnergy is responsible for the scientific aspects of work on photovoltaic energy for Natural Resources Canada.

For more information in the renewable energy industry in Canada, including solar please log into <http://canmetenergy-canmetenergie.nrcan-rncan.gc.ca>

Canada

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