



Cool Links (February 28, 2007)

1.EXPORT DEVELOPMENT CANADA

Exporting to India : A Guide for Canadian Businesses

This online publication is designed to help Canadian companies learn about the Indian export market and how they can do business there, from understanding the marketplace to sourcing freight forwarders. It also refers to numerous other resources that cover all the stages of selling goods or products abroad, starting with a business' initial readiness assessment and basic market research, and ending with product delivery and payment methods:

http://www.edc.ca/english/publications_11884.htm

2.FOREIGN AFFAIRS AND INTERNATIONAL TRADE

Opening Doors to the World : Canada's International Market Access Priorities 2006

This revised online bilingual publication outlines the Government's priorities for improving access to foreign markets for Canadian traders and investors through a range of multilateral, regional and bilateral initiatives in 2006:

<http://www.dfait-maeci.gc.ca/tna-nac/cimap-en.asp>

3.BULLFROG POWER

Survey on Customer Choices by Environics Research Group

According to the Tourism Exchange e-newsletter, a survey by Bullfrog Power, a 100 per cent green electricity retailer in Ontario, conducted on 1,000 Canadians in February 2007, concluded that "67 per cent (of Canadians surveyed) said they are likely to switch to banks, stores and other retail or service outlets that have demonstrated their commitment to the environment. In addition, 75 per cent of Canadians surveyed said they are likely to change their own shopping habits to purchase more environmentally friendly goods and services, even if it means paying a premium price:"

http://www.bullfrogpower.com/news/Survey_Data.pdf

4.CANADIAN FEDERATION OF INDEPENDENT BUSINESS

Immigration and Small Business : Ideas to Respond to Canada's Skills and Labour Shortage

This 42 page online study, CFIB takes a closer look at one way to tackle the problem of labour shortages: immigration. This report contains statistical information on the most effective recruiting methods, types of skills needed, economic immigrants by province and on SMEs that

have hired immigrants in the last five years:

www.cfib.ca/research/reports/rr3026.pdf

5.CANADIAN MANUFACTURERS AND EXPORTERS

Canadian Business Views on China : 2006 Survey of Canadian Manufacturers and Exporters

According to this 27 page online study, most Canadian businesses are unprepared to deal with the rise of China as an economic power. This survey contains statistical information on Canadian businesses doing businesses with China as well as those who either choose not to do business with China or are considering doing business with China in the future:

<http://www.asiapacific.ca/analysis/pubs/pdfs/surveys/CME2006Survey.pdf>

6.CANADIAN SOLAR INDUSTRIES ASSOCIATION

Website for the Canadian Solar Industries Associaton

This website contains a step-by-step guide to solar energy, information on solar energy, solar resources and a solar industry directory. This information may be useful to businesses who are working to become more environment-friendly:

<http://www.cansia.ca/>

7.CANADIAN WIND ENERGY ASSOCIATION

Website for the Canadian Wind Energy Industry

This website contains information about the wind energy association, as well as a list of Canada's Wind Farms, events and their free WindLink e-newsletter (by subscription). This information may be useful to businesses who are working to become more environment-friendly:

<http://www.canwea.ca/>

8.EXPORT DEVELOPMENT CANADA

Exporting to the United States : A Guide for Canadian Business (Nov. 2006)

This online publication is intended to provide small Canadian exporters with some basic, practical information about doing business in four of the major economic regions of the United States :

Southern California, the Midwest, New England and the Tri-State Region, centered on New York:

http://www.edc.ca/english/publications_11752.htm

9.FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA

Trade and Investment Barriers Database

This bilingual database identifies the existence of commercial barriers and presents key information pertinent to Canadian businesses. It's aim is to help Canadian businesses who currently export or are weighing their export options, to identify issues that may affect their decisions. The database can be searched by sector, product code, country or keyword.

<http://w01.international.gc.ca/CIMAP/Default.aspx?Language=en>

10. HOUSE OF COMMONS STANDING COMMITTEE ON INDUSTRY, SCIENCE AND TECHNOLOGY

Manufacturing : Moving Forward - Rising to the Challenge

This 162 page online report, produced by the House of Commons Standing Committee on Industry, Science and Technology provides an overview of the Canadian economy, and looks at

the major challenges facing the manufacturing sector , with a breakdown by industry and also looks at various policies such as the accreditation of skilled immigrants and tax credits for employer-financed workforce training:

English:

http://www.cme-mec.ca/pdf/391_INDU_Rpt05-e.pdf

French:

http://www.cme-mec.ca/pdf/391_INDU_Rpt05-f.pdf

11.INDUSTRY CANADA - AEROSPACE

Pursuing Excellence - CANADA'S AEROSPACE SECTOR (Feb. 2007)

This 26 page online document contains statistics on the aerospace industry in Canada, compared to that in other countries, as well as a list of websites of government programs relevant to the aerospace industry.

<http://strategis.ic.gc.ca/epic/site/ad-ad.nsf/en/ad03764e.html>

12.INDUSTRY CANADA - AUTOMOTIVE AND TRANSPORTATION INDUSTRIES

Cars on the Brain : Canada's Automotive Industry 2006

This 12 page online document contains statistical information on the automotive industry, including a comparison with Canada's NAFTA partners and of world motor vehicle production. It also contains annual employment, capital expenditures and trade, information on regulations, and a list of assembly plants:

<http://strategis.ic.gc.ca/epic/site/auto-auto.nsf/en/am02027e.html>

13.INDUSTRY CANADA - LANGUAGE INDUSTRY

Language Training Market in Hong Kong and Macau

This 57 page online document provides information on how Canadian businesses that provide English language training can benefit from language training opportunities in Hong Kong and Macau:

http://strategis.ic.gc.ca/epic/site/lain-inla.nsf/en/h_qs00087e.html

14.INDUSTRY CANADA - OFFICE OF CONSUMER AFFAIRS

Consumer Trends Update : The Expansion of Cellphone Services

This 12 page online document contains statistical information on cellphone usage in Canada as well as information on coming trends and problems encountered with cellphones:

<http://strategis.ic.gc.ca/epic/site/oca-bc.nsf/en/ca02267e.html>

15.INDUSTRY CANADA - ADVISORY COMMITTEE ON PAPERWORK BURDEN REDUCTION (ACPBR)

Small Business View of Red Tape : Briefing No. 1 (Nov. 26/2007)

This 12 page online document contains the preliminary findings from the Statistics Canada "Survey of Regulatory Compliance Costs" on the time and money small and medium-sized businesses have spent to understand and fill out forms and other paperwork they must supply to government in order to comply with regulations:

http://www.reducingpaperburden.gc.ca/epic/site/pbri-iafp.nsf/en/h_sx00081e.html

16.INDUSTRY CANADA - SMALL BUSINESS POLICY

Canadian Small Business Case Study Success Stories

This website contains case studies for various successful small businesses in Canada, including 1-800-Got-Junk:

http://strategis.ic.gc.ca/epic/site/mfbs-gprea.nsf/en/h_lu00053e.html

17.MADENTEC

Website for Computer Access Devices for Persons with Disabilities

According to "Accessibility News #29" by Industry Canada's Assistive Devices Industry Office, Madentec, an "Edmonton-based company which develops and markets a growing range of innovative computer access devices," has an updated website where people "can search for products by product name, product category or by disability type which includes everything from ALS to Carpal Tunnel Syndrome to Spinal Cord Injury:"

<http://www.madentec.com/intro>

18.NATURAL RESOURCES CANADA - OFFICE OF ENERGY EFFICIENCY

Calendar of events and workshops on energy management

The Industrial Program calendar of events and the calendar of "Dollars to \$ense Workshops" for businesses wanting to save energy and money in their operations are listed at:

<http://oee.nrcan.gc.ca/industrial/opportunities/calendar/index.cfm?attr=24>

19.NEWAD

Website with information on marketing to the "Valuable Active Crowd"

The "Valuable Active Crowd" are Canadians who earn more, spend more time in bars and restaurants, like to socialize and travel more than other Canadians. The NEWAD website contains "snapshots" or short documents, containing statistical information for businesses who want to target the "Valuable Active Crowd:"

http://www.newad.com/en/snapshots.php?ref_id=0

20.WESTERN ECONOMIC DIVERSIFICATION

Western Canada : Where the Spirit of Innovation Finds a World of Opportunity

This 12 page brochure (with fact sheets) provides information on the possibilities available in the Aerospace, Agri-Food, Biotechnology, Environmental technologies, Information and communication technologies and Medical devices sectors in the Western provinces.

<http://www.wd.gc.ca/rpts/research/kpm>