

April 7, 2004



THE CANADIAN CHAMBER OF COMMERCE

LA CHAMBRE DE COMMERCE DU CANADA



news@chamber.ca

Canada-US Business Dialogue: Canadian Chamber in Washington

Last week members of the Canadian Chamber of Commerce Board of Directors and management travelled to Washington, D.C. to meet with the U.S. Chamber of Commerce and the Canadian-American Business Council.

These meetings also included a half-day seminar on the “Canada-US Business Dialogue”, where participants heard keynote addresses from the Honourable Scott Brison (Parliamentary Secretary to the Prime Minister for Canada-U.S. Affairs) and Asa Hutchinson (U.S. Undersecretary of Homeland Security for Border and Transportation Security). The seminar concluded with a joint statement from the three organizations, available at <http://www.chamber.ca>

Board members also held a very productive bilateral meeting with the U.S. Chamber to discuss mutual actions around Canada-U.S. and other trade issues. The final meeting of the day was a thorough briefing with the Canadian embassy, which covered a variety of topics: from the U.S. elections and “outsourcing”, to bilateral trade issues such as BSE and softwood, to customs and immigration issues such as FAST, NEXUS, and US-VISIT.

The Canadian Chamber of Commerce would like to thank the U.S. Chamber, the CABC, and the Canadian Embassy for helping make our mission to Washington a success.

For further information, contact Alexander Lofthouse, (416) 868-6415, alofthouse@chamber.ca.

Canadian Chamber of Commerce Hosts Trade Policy Day

Last week the Canadian Chamber of Commerce hosted International Trade Minister Jim Peterson, who delivered his government’s *State of Trade Report - Annual Report on Canada's Trade and Investment Performance*. The report takes a look at Canada’s trade performance over the past year.

The Canadian Chamber of Commerce, in co-operation with the Canadian Council for International Business (CCIB), the Canadian Manufacturers and Exporters (CME), and the Canadian Council of Chief Executives (CCCE) hosted the event.

Each year, Trade Policy Day brings together policy professionals from the business community and senior government officials to discuss current issues and priorities in international trade and economic policy. Panels during the day covered Canada’s trade priorities, the Canada-United States agenda, investment partnerships, emerging markets and other related issues.

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The Voice of Canadian Business – Le porte-parole des entreprises canadiennes

In looking ahead, the Department of International Trade will give a higher profile to Canada's 21st-century technology sectors as global trade and investment partners of choice. Secondly, the department will modernize their international business development tools to ensure that they meet business needs in the 21st-century marketplace. The department will also look at how support for both inward and outward investment can better position Canadians to take advantage of emerging global supply chains. And the department will continue to be creative and energetic in maximizing Canada's trade and investment potential in traditional markets of strength and emerging markets.

The entire trade report can be accessed at the following address: <http://www.dfait-maeci.gc.ca/eet/pdf/SOT-2004-en.pdf>. For more information on Trade Policy Day contact Darrel Houlahan, (613) 238-4000, x225, dhoulahan@chamber.ca.

US-VISIT: More countries brought into the program

On April 2, the U.S. Department of Homeland Security announced that it will begin enrolling travellers from the 27 Visa Waiver Program (VWP) countries through the U.S. Visitor and Immigrant Status Indicator Technology (US-VISIT) program at all airports and seaports by September 30, 2004. (For a list of the countries in this program, please see <http://travel.state.gov/vwp.html>)

The US-VISIT system is an entry-exit tracking program that requires two digital index finger scans and a digital photograph from a traveller to verify his/her identity. The program was launched at 115 US airports and seaports in January 2004 and is due to be rolled out at the 50 busiest land ports of entry as of December 31, 2004.

Canada is not part of the *Visa Waiver Program*, and the vast majority of Canadian citizens are currently not subject to US-VISIT. Canadians will, therefore, not be affected by this change. However, visitors and landed immigrants from the VWP countries will be if they are transiting from Canada to the U.S.

At this point, it is not clear what impact the change will have upon U.S. Customs and Canadian airports when VWP nationals are required to enroll in US-VISIT. Nor is it clear how this will work at Canada-U.S. land border points. There are serious unanswered questions of capacity at issue, and whether there are sufficient facilities and staff to handle the additional load.

Canada will continue to work with partners in both the U.S. and Canada to ensure that US-VISIT does not cause further unwarranted delays at the Canada-U.S. border.

For further information, contact Alexander Lofthouse, (416) 868-6415, alofthouse@chamber.ca.

Participate in the 2004 Canadian Chamber Policy Development Process

The Canadian Chamber of Commerce invites you to participate in our policy development process that will culminate in the debate and approval of positions on national and international policy issues at our 75th Annual General Meeting to be held from September 18-20 in Calgary, Alberta.

Chambers are invited to submit resolutions for debate during the policy sessions of the Annual Meeting. Policy discussions are the centrepiece of the Annual Meeting, and attract considerable attention from the federal government, the news media and the Canadian public.

The deadline for submitting policy resolutions is June 3, 2004. All resolutions received by June 3 will be part of the full process of review and discussion prior to the AGM. The appropriate national policy committees and task forces of the Canadian Chamber will discuss resolutions received by this date and the sponsoring (and co-sponsoring) chambers/boards of trade for each resolution will be invited to participate in the committee discussions of these resolutions.

An invitation to participate went out to all community chambers last week. If you have not have received this invitation or would like more information on the policy process, contact Claire Van Allen, cvanallen@chamber.ca.

Congratulations due to Canadian Chamber Member Alcan

Alcan Inc. recently won a *Stevie Award* for "Best Overall Company" in the first *International Business Awards*, an all-encompassing business awards program honouring great performances in the workplace. This honour comes just days after *Fortune* magazine named Alcan "the world's most admired metals company."

International Business Awards judges recognized Alcan for its disciplined planning, business mix and competitive advantages that have helped its industry, its employees, its customers and its investors prosper.

Companies from throughout the world are eligible to compete in the International Business Awards, and can enter any of more than 40 categories from Best Multinational Company and Best New Product to Best Sales Team and Best Executive. *A complete list of International Stevie winners and other details is available at www.stevieawards.com/iba.*

Atlantic Canadian SMEs are connecting to the web to reach their customers

After spending a combined total of 30 years working in the corporate world, two partners decided to pursue their dream and set up a bed-and-breakfast in the coastal community of Shediac, New Brunswick.

Shortly after opening *Aux douces heures de Shediac* (roughly, "Sweet times in Shediac"), the owners determined that they wanted to promote their B&B in the heart of the world's self-proclaimed lobster capital and felt the Internet would be the best marketing tool to get the word out to the world.

Since they had no experience designing web pages, they signed up with Industry Canada's *Student Connections* and in early 2003 received training over three days from student business advisors (SBAs) on how to, to create their own site www.auxdoucesheuresdeshediac.com.

Inquiries and visits have come from people as far away as Florida, France and Belgium who found the B & B via the Internet. These are people who probably wouldn't have known about the business without a Web site.

Another example of small businesses stepping up to the Internet can be found in Nova Scotia, where the Nova Scotia Automotive Human Resource Sector Council, is driving home the message of the Web's relevance to the estimated 1,400 automobile collision-repair shops, service centers, service stations and dealerships - over 60 per cent of which are SMEs.

Though approximately 60 per cent of all of the province's automotive businesses are on the information highway, the council believes that it's on the road to getting the rest online through a partnership formed in 2003 with Student Connections at the Canada/Nova Scotia Business Centre in Halifax.

Internet information sessions are being held throughout the province and dozens of automotive businesses have attended e-commerce training sessions led by SBAs. These businesses are learning about how important the web is for accessing technical information, recruiting employees and making their presence known, and also as an important sales tool. Other opportunities are being missed as major manufacturers of tires and batteries, for instance, are moving toward selling their products only over the Internet.

Student Connections provides small and medium-sized businesses with practical, customized e-commerce and Internet training. An Industry Canada initiative under the federal government's *Youth Employment Strategy*,

Student Connections hires technology-savvy post-secondary students to assist you in getting your business on-line. *For more information contact the nearest Student Connections centre by calling toll free 1 888 807-7777 or visit www.studentconnections.ca.*

Terminal Equipment Connections Requirements

Industry Canada would like to remind businesses of the *Terminal Equipment Connections* requirements. In place since 1998, the requirements, listed in the *Telecommunications Act*, set minimum standards that equipment must meet before it may be used. Included in the standards are such criteria as: the electrical energy transmitted by the terminal equipment does not harm the carrier's equipment or it does not degrade the service quality of other users.

While it is the responsibility of the manufacturer to ensure that telecommunications equipment is adequately tested and marketed, a telecommunications carrier may refuse service if equipment is faulty. Be aware when buying used or old equipment. If purchased equipment that is faulty, you may report it to Industry Canada.

For more information:

- Consult the *Spectrum Management and Technology* Web site at: <http://strategis.gc.ca/spectrum>.
- Contact the district office of Industry Canada nearest you. The district office locations and telephone numbers may be found in telephone directories.
- Contact the *Terminal Attachment Program Advisory Committee Secretariat* via e-mail at tapac-ccprt@ic.gc.ca.

Calendar of Events

April 16th – New York – Breakfast Briefing “The New Normal: Ensuring the New Security Conscious Border Does Not Disrupt Your Business Objectives”

The Canadian Chamber of Commerce is co-sponsoring this event being organized by Fraser Milner Casgrain LLP. Canadian Chamber of Commerce members, who may be in the New York area on April 16, are encouraged to attend.

Participants will learn about new initiatives undertaken by NAFTA partners to ensure that trade continues to flow freely throughout North America while simultaneously identifying potential pitfalls in the new barriers that are being erected to ensure that personnel or goods are not unnecessarily hindered by these new measures.

To register, or for further information, contact Melissa Howard, melissa.howard@fmc-law.com, (212) 218-2995. There is no cost, but space is limited.

May 6th, Toronto, “The High Cost of Low Trust” - Dr. Stephen Covey

Take this opportunity to learn directly from a man who has earned international respect as a leadership authority, family expert and organizational consultant. Find out why he believes we live in a low-trust culture and the toll this takes on your relationships in your family, team, or organization. Learn how to remedy the effects of low trust in your organization. The cost is \$265/person. *Mention your Canadian Chamber membership at the time of registration to receive a \$10 discount. Visit www.franklincovey.ca for more information.*

**This September 18-20th,
enjoy the sights of Calgary from the windows of your Junior Suite!**

The Canadian Chamber of Commerce meets in Calgary from September 18th –20th
And delegates can anticipate a variety of exciting activities during their stay.

Details are available on the Chamber's Web site:

A preliminary agenda: <http://www.chamber.ca/cmslib/general/AGMAgenda.pdf>

Registration form: <http://www.chamber.ca/cmslib/general/EngReg2.pdf>

As an added incentive, chamber delegates who register ***before July 1, 2004*** could win a **free upgrade to a Junior Suite**, for the duration of the AGM, at the Westin Calgary!

Early Bird Rates:

Canadian Chamber of Commerce AGM Delegate: \$525.00

Delegate & Companion: \$890.00