



INDO-CANADIAN BUSINESS CHAMBER

Trade - Links

Connecting Global Business

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NEW MEDIA



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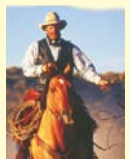


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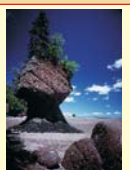
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Dear Friends,

We are immensely pleased to announce that the current issue of Trade Links pleasantly coincides with the successful completion of two eventful years by New Media. It is a joyous occasion to celebrate and renew our commitment to the cause that our publications stand for, namely, promotion of India's bilateral relations with leading countries through our Transnational Business Publications. We have strived to maintain highest standards both in content and aesthetic quality of our publications. The current

*issue of Trade Links continues with the same tradition, offering an exotic mix of in-depth articles on business, entertainment and tourism. The highpoint of the issue is an exclusive interview with Canadian Agriculture Minister Lyle Vancliff who sees immense potential for collaboration between his country and India in the Agri-food sector. Then we have another interview with **British Columbia Premier Gordon Campbell**, who says his province is open to business with India. An exciting feature deals with the unexplored potential of the Indian animation industry, which can provide a fantastic outsourcing opportunity for local companies to serve their Canadian counterparts. Then there are enchanting articles on Canadian tourism, offering glimpses of bewitching landscapes of that country besides the world-famous waterfalls, Niagara and Virginia. The issue also covers in detail an offer by Alberta premier Ralph Klein to provide film-friendly locales and infrastructure to prospective Indian moviemakers. We have also included a write-up on India's new Exim Policy regulations, further eased to promote the country's two-way trade with other nations, including Canada.*

Wish you happy reading

Satya Swaroop

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Satya Swaroop & Gordon Campbell, Premier of British Columbia



EDITOR NOTE



Dear Readers,

It gives me great pleasure to present to you with yet another issue of Trade Links. As you can see, once again the magazine has been given a different look and we thank our readers for offering us their valuable suggestions to make the magazine more interesting and informative each time.

Trade Links is published quarterly and is circulated within India and Canada. The magazine networks a significant and growing number of recipients and through this circuit reaches other global readers. Our mailing list covers a wide target audience-all decision makers in governments, industry and trade.

The grouping encompasses Indian ministries of power, telecom, finance, tourism, IT, insurance, agriculture, food processing, civil & military aviation, banking, railways, among others. International Airlines, hotels chains, members of parliament, and well established business centres receive copies of this magazine. (On the other hand, the grouping has the Canadian key officials in the Trade posts world-wide). Other prominent

Mentionables include Prime Minister's "Team Canada" of 300 top Canadian Corporations as well as the Chambers of Commerce at Vancouver, Winnipeg, Calgary, Toronto and Montréal. Through organisations such as "Alliance of Manufacturers & Exporters of Canada" and "Canada India Business Council", this magazine is further circulated into the massive network of their members and associates.

ICBC "Trade Links" is a one-source publication that provides useful information for development of business. This unique magazine brings upfront visits of VIPs and business delegations, emerging opportunities for joint ventures & collaborations, current policy patterns on investment in industry & infrastructure. It includes basic support material on matters as basic as travel and immigration, and a host of other specialised information that bring countries closer together is the finest traditions of a business publication.

This issue of Trade Links which is now in your hands focuses on Bollywood and Tourism. Canada, for Bollywood, has become the most favoured outdoor location & destination for film shooting. India is the world's largest producers of film and of late more and more producers are heading their way towards Canada because of its natural scenic beauty as well as availability of infrastructure required in terms of technical support at competitive rates. This business is expected to grow many times in the near future. Tourism, on the other hand has an equal potential for growth between our two countries. A rewarding experience awaits the traveller in Canada. The natural environment is so varied and so awesome that the landscape changes its character from one province to another. One of the most distinctive features of Canada is its people, the combination of nationalities that make up the country. This sense of ethnic diversity is encouraged and collaborated in Canada everywhere. Almost all towns and cities of Canada, like India, reflect in many aspects the friendly and warm hospitality of its people. While going through the pages of the magazine we encourage you to take an armchair trip through Canada where the air is clear, the people are friendly and the sky is a wide open promise.

The last quarter saw a number of important Canadian visitors to India particularly Canada's industries minister Allan Rock, Premier Gordon Campbell of British Columbia, Canada's Agriculture Minister Lyle Vanclif and Premier Ralph Klein of Alberta.

An Indian delegation comprising members of ICBC and FICCI led by ICBC National President Man Mohan Bhagat visited Canada in the end of November 2003. One more delegation of ICBC will be visiting Canada around end of March, 2004.

We are determined to do a lot more this year. If the proof of the pudding is in the eating, it is as much in the conception, planning, execution, organisation and management in bringing out this magazine. I congratulate and sincerely thank all who played a part in the successful completion of this edition. I would also like to thank all our readers for their valuable suggestions and I look forward to their continued support in the future.

Here's wishing you all the luck!

Wg. Cdr. Vijay Mahajan (Retd.)

NEW | MEDIA

Celebrating the spirit of enterprise

Two & Going... **STRONG**

We are two and going strong. In a fiercely competitive world of media, we have not only survived but also carved a niche for ourselves. Those who matter most read us across continents - government and business leaders, policy makers and diplomats. In short, we connect global business. When New Media started its first transnational business publication, namely, Indo-US Business, on February 16, 2002, the path that stretched ahead was one of uncertainty. However, we forged ahead, despite meager staff and resources working out of a cubbyhole for an office. We have since added five more publications - Trade Links, Indo-Swiss Business, Indo-LAC Business, Indo-Australian Business and Outsourcing - to our kitty. All these additions have only kindled our hunger for more, as the response from our growing numbers of readers has been overwhelming. It is truly a joyous occasion to be two. We celebrate the occasion and renew our commitment to the cause that our publications stand for, namely, promotion of India's bilateral relations with leading countries through our transnational business magazines. We have strived to maintain highest standards both in content and aesthetic quality of our publications. And we shall maintain them. It is a promise that we make to our readers.

NEW MEDIA TEAM

Connecting Global Business





India is forging ahead...

We want to make sure that **CANADA & INDIA** move together.

-Lyle Vancliff



Canada and India certainly share a long-standing relationship. Common between the two countries are the heritage of Commonwealth, the parliamentary democratic traditions and the people of diverse ethnicity. No wonder then, the two countries have also begun to explore areas of possible business exchanges in the fields of technology, engineering, textiles and agriculture to name a few.

At a recent seminar on “India Canada Opportunities in the Agriculture and Agri-food Sector”, organized by the Canadian Consulate, Mumbai and FICCI, Western Region Council, in Mumbai, the Honorable Minister of Agriculture and Agri-Food, Lyle Vancliff who led a delegation of entrepreneurs from various provinces, enumerated the large opportunities that Canada offers to Indian entrepreneurs in the



said sector. An exclusive report by Archana Sinha.

With a land mass almost three times the size of India and a population only about 31 million to feed, Canada has, since a long time concentrated on agricultural sector with an aim to “feed the world”. Systematic planning, encouragement

to the farmers and use of high technology has resulted in high quality produce and in great quantity leading to good trade over decades. “For Canadian agricultural and agri-food industry, trade has always been, and continues to be, vitally important. In fact, trade accounts for a good half of all farm revenues”, the minister revealed proudly, explaining further, that agriculture and food industry has always been the key component of overall Canadian economy. The agricultural food system contributes to about 8.4 percent of national gross domestic product, besides accounting for one eighth of jobs in Canada.

Mr. Vancliff began his speech by expressing happiness on being the first Minister of agriculture to visit India. He believed that it was an indication of growing relationship between the two countries.

Canada is a home to nearly 800,000 people of Indian origin who contribute significantly in Canada's cultural mosaic. The year 2002 saw at least 29,000 Indians migrating to Canada, making India the second largest source of immigrants. Many Indo-Canadians have brought to the country through innovation, entrepreneurship and individual success in various fields.

Mr Vancliff recalled how India and Canada have historically shared the long-standing relationship in Food and agricultural sector. The year 2003 marked the 100th anniversary of that connection, which began with the discovery of Canada's most historic wheat variety the Marquis wheat. The wheat variety, famous for its milling quality and high prairie yields has been actually instrumental in boosting Canada's image and opening trade with the western countries at the turn of the last century. The Marquis wheat was a cross between the popular Red Fife wheat and the early ripening wheat that the Government of Canada acquired from India called the Hard Red Calcutta. Back then this was the only wheat, which could survive and grow in conditions where other varieties of wheat could not survive. He



expressed happiness about sharing this historical bonding with India on his visit, with Indian friends.

Expressing his desire to break newer grounds of partnership and strengthening ties, Mr. Vancliff reiterated that Canada is committed to become a global hub of

excellence. “We want Canada to be recognized as both an excellent location for FDI, and as the place in the world to purchase innovative, safe, high- quality agriculture and Food products”, he said, adding forcefully, “ Our agriculture sector is committed to the very best in food safety, quality and innovation and environmentally responsible production.... We are building on our reputation for safe and high quality food products to find new ways to produce them and to better serve the human kind.

To achieve this end Mr. Vancliff said that the Canadian government is taking unprecedented steps to achieve this goal. “We are implementing a new Agricultural Policy Framework in Canada that will ensure our producers and processors have the tools they need to be competitive, and to capture market opportunities in the area of science, food safety and the environment”, he said.

At present Canada's share of the world trade in agriculture and agri- food is about 4.2 percent. India is Canada's largest market for Pulses accounting for 95 percent of total annual food exports to India. The other areas in which Canada wishes to expand its business with India are fruit juices, alcoholic beverages, breakfast cereals, fresh fruit, confectionary, dairy and Live stock and genetics, pork and products derived from oilseeds.

The Minister also expressed his country's desire to share the excellent technical expertise that his country has achieved in agriculture with India. He cited two examples to this effect, - Prairie Farm Rehabilitation Administration (PFRA) and the Canadian Food Inspection Agency (CFIA). While the PFRA is involved in irrigation development, sustainable agriculture production systems and soil and water conservation, the CFIA hosts international visit to Canada to provide technical advice on various food inspection programmes. The CFIA has sent its experts to foreign countries to share Canadian knowledge and expertise on cost recovery basis, from time to time.

Mr Vancliff invited India to invest in joint ventures, research and other areas of agriculture.

Speaking on some of the advantages that Canada offers he listed out the following:

- Canada caters to 425 million consumers in North America and boasts of significant and competitive cost advantages.
- Canada has a globally recognized first rate food inspection system
- The KPMG study done in 2002 that compared cost in North America, Europe and Japan concluded that Canada's overall business costs are lowest among G-7 countries
- The Canadian processing sector enjoys a 7.5 per cent cost advantage over United States.
- International investors have the most favourable research and development tax treatment in the world
- Agriculture and Agri-Food Canada offers dollar for dollar matching funds to support qualifying collaborative research projects.

To conclude the seminar the Minister said, “India is on the move. And we want to make sure that Canada and India move together in the coming years.

The other members of the delegation also presented an array of opportunities before the Indian entrepreneurs. The delegation included Mr. Gordon Nystuen, Deputy



Minister, Saskatchewan Department of Agriculture; Mr. Glen Stansfield, CEO, Niagara Enterprise Agency; Mr. Robert Broeska, President, Canadian Oilseeds Processors Association; Mr. Garth Patterson, Executive Director, Sask Pulse.

The seminar was followed by luncheon meet which threw open opportunities for Indian entrepreneurs to explore further opportunities during one-on-one meetings with the delegates.



ALBERTA

ALBERTA, CANADA'S ENERGY PROVINCE - Premier Klein



Mr. Ralph Klein is the first-ever premier of Alberta to have visited India. He was here in Mumbai along with a delegation representing the oil & gas sector, to promote the latent opportunities to be explored in India especially in Maharashtra, considered to be the hub in the said sector. He shared his thoughts in an exclusive interview with Tripti Chakravorty.

Is this your first visit to India and Mumbai and how was the experience? What is the objective and mission of your ministerial visit?

It was not only my first visit to India; it was also the first visit ever by an Alberta Premier to India, and to the impressive city of Mumbai. I was welcomed with warm and generous hospitality at every turn. India, as I discovered, is an impressive country with incredible depth of history and culture, and amazing beauty and landscapes. My primary focus during the mission to India was to support Alberta companies active in India, in promoting our province's world-class expertise in the oil and gas sector, as well as make Indian business people aware of opportunities to invest in our province.

What is the amount of trade and commerce between the Province of Alberta and India? How promising is the future? Which are the sectors of cooperation, which both the countries can benefit from?

Two-way trade between India and Alberta exceeds \$150 million annually. However, that is far below its potential. Several Alberta companies are already active in the Indian oil and natural gas sector, providing expertise and services, as well as direct investment. We hope that more Alberta companies will be able to provide services and expertise to India not only in the energy sector, but also, communications technology, agriculture, and building and prefabricated home supplies. There are also exciting investment opportunities in Alberta for Indian companies in areas such as high technology, manufacturing, food processing, engineering and construction, petrochemicals, energy (including the huge potential of our oil sands), and industrial machinery and equipment. We also see potential for more cooperation in the areas of education and training, film production, and tourism.

The Province of Alberta is strong in the

sector of oil and gas? What is the special agenda you have for the state of Maharashtra since the latter is also strong in the said sector?

Alberta is known as Canada's energy province for good reason. The province's oil reserves are immense, totaling about 176 billion barrels in proven oil reserves. That's second in size only to those of Saudi Arabia. The vast majority of those reserves are in northern Alberta's oil sands. Both the technology and the necessary investment are in place to extract the oil from the oil sands and turn it into useable energy in a cost-effective way. Alberta's oil sands output has grown rapidly to approach one million barrels per day, and could reach two million barrels per day by the middle of the next decade. Alberta also produces about 80 per cent of Canada's natural gas and has vast reserves of clean burning coal. To make the most of these massive energy reserves, the province has some of the most sophisticated energy infrastructure in the world that allows us to send oil and gas to markets across North America and potentially to overseas destinations. Alberta is eager to develop closer ties with India. As primary centres for their country's oil and gas industries, Alberta and Maharashtra have much in common. We look forward to on-going discussions of business and investment opportunities with you, and to further strengthening the growing relationship between us.

Alberta of late is one of the most preferred destinations for Indian film shooting? What are your views and how can we strengthen this?

Alberta is a popular location for not only the Indian film industry, but also for American television and movies. Our beautiful and varied scenery and our highly skilled workforce bring film companies, and other international

industries, to Alberta. What keeps them coming back is our welcoming attitude, streamlined regulatory process, minimal government red tape, and competitive tax regime, all of which make Alberta a great place to do business.

Alberta also encourages film co-productions and our funding mechanism is designed specifically to support co-production activities between Alberta producers and producers from around the world.

What would be your message to the Indian business community?

Alberta's economy is strong and has outperformed both, the Canadian and U.S. economies over the past decade. Alberta has a business-friendly tax environment that makes the province globally competitive. Its positive business climate attracts investment, encourages continued diversification of the economy and encourages Alberta businesses to compete globally. Alberta has a modern and efficient infrastructure and strategic access to both, North American free trade markets and Asian markets. More Albertans have post-secondary education than other Canadians and Alberta workers are the most productive workers in the country. Personal taxes are lower in Alberta than anywhere in Canada and we are very competitive with most U.S. states. The Government of Alberta is fiscally responsible; the result is that the province is the only jurisdiction in Canada with no net debt. Alberta welcomes international immigration, with people of all cultures and languages coming to the province every year. India has recently become our number one source of new immigrants. Today there are numerous Indian restaurants in Alberta cities, and film festivals, newspapers and radio broadcasts are available in several Indian languages.





“We want Indian business leaders to know that B.C. is open to business”

- Gordon Campbell, *Premier of British Columbia*

No occasion would be better than this to talk about the emerging business opportunities between India and British Columbia. When the whole world is looking towards India for its shining economy, visit of the Premier of B.C. to India is definitely the appropriate time to discuss some significant aspects of the British Columbian Economy. This Canadian state has the highest growing residential construction industry among all provinces of Canada. “B.C. is the world's largest exporter of softwood lumber, and we are known the world over for our high quality, competitively priced wood products”, says, **Honourable Gordon Campbell**, the Premier of British Columbia in an exclusive interview with **Satya Swaroop**. Excerpts.



India and Canada have always shared common economic interests, which get strengthened from time to time during the visits of top Canadian leaders. In this context, could you talk about the mission and purpose of your visit?

We are fortunate in B.C. to be home to Canada's largest Indo-Canadian population, and that vibrant and active community maintains close cultural and economic ties between our province and India. Our goal with this mission is to build on those ties in a way that creates new economic opportunities here and in B.C.

Our relationship with India has seen a steady growth; in fact, B.C.'s exports to India have almost doubled since 1990. But there is also a wide range of new opportunities that we can work together on. On the trade side, B.C. has the products and expertise to help meet the needs of India's rapidly growing economy, and especially the expanding middle class.

At the same time, a total of 27 tax cuts implemented by our government has helped make B.C. Canada's most competitive business and investment location. We now have Canada's lowest income taxes and some of the most competitive business taxes in North America. That makes B.C. not just a strong trade partner for India, but also a competitive investment location for Indian investors.

Since BC's industry comprises 98 per cent of small and medium enterprises (SMEs), what kind of collaboration do you envisage between the Indian business community and its counterpart in your province?

Small and medium-sized businesses are the backbone of B.C.'s economy, from forestry to technology. And, even though they are relatively small businesses, they play an important role in our trade relationships. In fact, small businesses in B.C. account for one-third of all our exports. Many of them have the potential to meet the needs of customers in India, and pursuing opportunities in markets like India will help those small businesses grow into big businesses.

It's also important to note that our small and medium-sized businesses offer strong investment opportunities. For example, 95 per cent of our high-tech companies are classified as small businesses that offer incredible investment potential.

You have been able to post a positive growth in your exports despite the prevailing adverse conditions in international markets. What has been your strategy to achieve this feat?

B.C. has a small and open economy that depends on our exports, so we have made a concerted effort to increase



our export strength.

Opening up opportunities in new and emerging markets, like India, is a critical part of that strategy. Over the past two years, several B.C. cabinet ministers and I have led trade missions with B.C. businesses to China, Japan, Taiwan and of course India.

We've also launched targeted marketing initiatives to promote B.C. trade and investment opportunities. For example, we're currently investing \$19 million a year in product development and international marketing for our forest sector.

As we work to open up new markets, we continue strengthening ties with our largest trading partner, the U.S. Despite the slow U.S. economy and challenges such as our ongoing dispute over the U.S. tariffs on B.C. softwood lumber, our exports to the U.S. have still increased this year. For example, actions we've taken to open up our energy sector have helped generate a 74 per cent increase in energy exports to the U.S. so far this year.

As a result of all these initiatives, we've seen an increase in B.C.'s export trade this year, while Canada's overall exports have slowed. In fact, B.C.'s exports have been forecast to rise about nine per cent in 2004, which is twice the expected increase for Canada as a whole.

BC has recorded the highest growth in the residential construction industry among all provinces of Canada. Here in India, it is a well-known fact that there is a growing shortage of housing in fast-developing urban centres. Do you have any suggestions by way of collaboration between the construction businesses of both countries to alleviate this problem?

There is incredible potential for B.C. builders to work in partnership with Indian businesses to meet your housing needs. We have been working closely with other Asian markets to develop building codes and practices that meet their needs and also support new opportunities for B.C. builders.

We are seeing particular success in bringing wood-frame construction to Asian markets. For example, we've launched a \$12-million project in Shanghai where we are working with the government and industry partners to transfer wood building products, technology and design standards.

India's growing middle class and increasing demand for safe, affordable housing presents opportunities for similar partnerships with B.C. builders.

We would certainly welcome the chance to explore those opportunities in partnership with our forest sector.

Your stated objective is to promote technology and forestry. Could you elaborate the specific issues that you would like to highlight?

Forestry remains B.C.'s most important industry, and we want our partners in India to know about the opportunities that are present there. B.C. is the world's largest exporter of softwood lumber and we're known the world over for our high quality, competitively priced wood products.

Wood products account for a relatively small share of our overall exports to India, but there is great potential to build on that particularly in value-added products and wood building materials.

Despite forestry being very important to the economy, B.C. is also on its way to becoming Canada's leading technology centre. In fact, B.C. is now home to 15 of Canada's 50 fastest growing technology companies and the country's fastest growing biotechnology community. Continued growth is expected, with employment in the industry, forecast to double by 2010.

We're working with the industry to increase its competitiveness. For example, with the tax changes that we've implemented, the tax burden for technology companies in B.C. is now as much as 54 per cent lower than competing jurisdictions like Silicon Valley. We've also invested over \$900 million to expand technology training and research at B.C. colleges and universities.

Part of the challenge now is to make sure our international partners know about the incredible investment opportunities available with innovative B.C. companies, and that is one of the reasons we have come to India. With your rapidly growing technology industry,





we see strong potential for partnerships and increased investment ties.

Talking about forestry, you have an enviable record at dealing with wildfires and disaster management. What kind of blueprint could you offer India in the area of disaster management?

This summer, we faced one of the worst wildfire seasons on record in B.C. Fires burned 260,000 hectares of forest and 50,000 people were evacuated from their homes with no civilian loss of life. I attribute that to the incredible planning and expertise of our emergency personnel.

B.C.'s Provincial Emergency Program has shared its emergency planning expertise with a number of other countries. Similarly, the B.C. Forest Service has provided wildfire suppression training and equipment to authorities in approximately 30 other countries. We would welcome similar opportunities to work with India to help improve your emergency response capabilities.

What is your message to India's business community?

We want Indian business leaders to know that B.C. is open to business. From forest products to our technology sector, B.C. exporters welcome the chance to partner with Indian customers and increase our business ties with one of the world's most important emerging markets.

At the same time, we're making critical tax and regulatory changes in B.C. that make our province, Canada's most competitive investment location. Sectors such as energy, technology, film and tourism present incredible investment and partnership opportunities for international investors.

Our tax cuts and other actions to increase B.C.'s competitiveness are also generating renewed economic growth across the province. Over the last two years, B.C. has posted the highest employment increase in Canada with growth of almost seven per cent. In October, our economy created more jobs than any other Canadian province and we saw the highest single month employment increase since 1976.

We're also in the midst of a building boom in B.C. with the value of building permits increasing at nearly double the national rate. Housing starts are up 25 per cent from last year, including an increase of 57 per cent in October.

These and other indicators show B.C.'s economy is on track for a bright future. As we build towards hosting the 2010 Winter Olympic and Paralympic Games in Vancouver, we will be experiencing continued economic growth and opportunities for private-sector investment.

We welcome the opportunity to work with Indian businesses and industry to build on the lasting economic ties we share between B.C. and India into the future.



Trade-Links

Welcomes

H.E. Lucie Edwards

High Commissioner for Canada

Lucie Edwards, a graduate of Trent University (BA Hons in History and Economics), and Harvard University (Masters in Public Administration) started her career by joining the Department of Foreign Affairs in 1976. Shortly after, she served the Canadian Embassy in Tel Aviv from 1977 to 1980, and the Canadian Embassy in Pretoria, South Africa, from 1986 to 1989.

Within Foreign Affairs, she previously founded, and led the Global Issues Bureau, bringing together environment, peace-building and human rights issues. Throughout her career, she has specialised in African and Middle Eastern Affairs.

As Counsellor in South Africa, she was responsible for the mission's work on human rights, democratic development and support for the anti-apartheid movement. As Chairperson of the Southern Africa Task Force from 1989 to 1992, she coordinated with the Canadian role in Namibia's transition to independence, as well as Canada's contribution to the peaceful democratic transition in South Africa.

From 1993 to 1995, she served as Canada's High Commissioner to Kenya, concurrently serving as Ambassador to Rwanda, Burundi, Somalia and Uganda, as a Permanent Representative to UNEP and Habitat. In 1995, she received the Public Service Award of Excellence for the mission's work in Rwanda.

She has served as Canadian High Commissioner to South Africa with concurrent accreditation to Namibia, Lesotho, Swaziland and Mauritius since 1999. Mrs. Edwards was elected Chair of the International Centre for Research in Agro-Forestry in 1999 and has been a consultant and adviser on rural development for a number of international organisations, including the World Bank.

Before her arrival in South Africa, she served in Ottawa as Assistant Deputy Minister for Corporate Services, leading a staff of 1200 personnel, managing a budget of \$400 million and overseeing operations of 160 overseas missions.

Presently, Mrs Edwards is posted as the High Commissioner for Canada in New Delhi, India. She is married to Thomas Roach, a computer consultant and author specialising in forestry and environment policy.



Minister Gene Zwozdesky is all out to make **Alberta** a film-friendly **Province**



The Minister of Community Development of the Government of Alberta, **Mr. Gene Zwozdesky**, accompanied the Premier of Alberta, on a visit to Mumbai, to find out ways to promote the film industry in both Canada and India. At a reception held in their honour, **Tripti Chakravorty** interviewed the minister.

Honourable Sir, is this your first visit to India and Mumbai? If no, when did you last visit the sub-continent before and what was the purpose of your visit? What do you and your delegation wish to achieve in this visit? What is your mission for this trip?

This is my first visit to

India. I have several goals to accomplish with this trip:

- Supporting the Government of Alberta's trade mission. Trade between Alberta and India is currently valued at \$150 million annually, with potential to grow. Government and business leaders from Alberta and India will meet to explore initiatives of mutual benefit.
- As a representative of the Alberta government ministry, Community Development, I will focus on strengthening community, cultural and sporting ties between Alberta and India, including meeting with a local kabaddi group to discuss the 2005 World Masters Games in Alberta's capital, Edmonton.
- There is much to be gained from a closer relationship between cultures. The Indo-Albertan community is an important part of our province - there are currently 61,000 Albertans of Indian descent, and last year India was the largest source of immigration to Alberta.
- This trip will be a worthy experience to increase mutual

understanding of the needs and values of Indo-Albertans. It will also strengthen Alberta's communities and help to build a more inclusive society.

What has been the track of events so far between India and Canada in the film industry? What are the future prospects?

To date, Canada and India have carried out only limited co-production in film, primarily because of the strong market Indian film producers have in their own country, plus language challenges in any joint production between these two countries. Some Indian producers have come to Canada to take advantage of our spectacular scenery, in addition to the federal tax credit benefits provided to producers who come from other parts of the world to work in Canada. This can provide up to 16 per cent of eligible salaries and wages. While it does not appear that there will be much growth potential in co-production between Canada and India in the immediate future, we have received anecdotal reports that some Indian companies are interested in pursuing this type of relationship with Alberta producers. We feel that there is far more immediate opportunity for growth in Indian producers' use of Alberta settings for their films, and growth of Alberta as a location.

I am told that the Province of Alberta features fourth among the most preferred destinations for Indian filmmakers; what are the reasons for this and how can it be made the foremost destination?

Traditionally, Alberta has held the fourth-place position in the volume of guest production from other parts of the world, so it is not surprising that we are fourth amongst those locations used by Indian producers. In addition, many foreign producers are attracted to Canada by the federal tax credit benefits available to them for expenditures made in Canada. Alberta would be pleased to provide assistance to facilitate Indian film production in Alberta, in order that your producers can make best use of Alberta's excellent locations, facilities and expertise. We are sure that this support will lead to return visits to Alberta by India's film producers.

What have been the policies issued from time to time attracting the Indian film director to shoot in your provinces? Is there a central board controlling





foreigners wishing to film in Canada? If so what are they doing to promote Indian filming in Canada?

Alberta has made a major commitment to the growth of our production industry through the \$10 million invested annually in the Alberta Film Development Program. This program provides twenty cents for each dollar spent by Alberta producers in this province. The program is also available to co-productions between Alberta producers and their partners from around the world. There is no central agency that controls which foreign companies are permitted to film in Canada. However, if a country has a co-production treaty with Canada, and if foreign producers wish to take advantage of additional benefits available as a result of that treaty, that production must first be certified through Telefilm Canada. This is one of the federal agencies dealing with films. Since India and Canada do not currently have a co-production treaty, this certification does not apply.

Which are the Indian directors that have so far filmed in your province? Do they prefer taking their entire crew and equipment to Canada to shoot or sourcing from the locals? What is the cost factor involved?

Since there is no requirement for film producers to register with the Canadian or Alberta governments, we do not have a complete list of those directors who have worked in Alberta. We do know that, as recently as 2002, directors Ravinder Peepat (producer, Babbar Films Ltd.) and Anubhav Sinha (producer Anubhav Sinha Productions PVT Ltd.) have both shot films in Alberta. Our research indicates that Indian producers often wish to bring their own crews to Alberta, in large part because of language questions and confidence in working with their own employees. However, companies in Alberta are hard at work, training Albertans (mostly of Indian descent) to prepare them to work with Indian producers while in this province. While it is impossible to give a detailed response on cost benefits without giving specifications of the kind of films proposed, we are confident that using Alberta crew and equipment would prove to be economical. These benefits would be increased for those producers who are working in co-production with Alberta producers in a position to access the Alberta Film Development Program.

What is the message you wish to send out to all the directors in India and how do you wish to lure them to your province?

We are confident that Indian producers who consider Alberta as a location will find a wide variety of exciting cityscapes and beautiful wilderness areas to meet all their needs along with experienced crew and world-class facilities. Our government's staff at Alberta Film would be pleased to do all they can to ensure a successful and profitable production experience in this province.

CTC Initiates Promotional Drive In India

In an endeavour to encourage Indo-Canadian tourism relations, Canada has initiated an aggressive promotional campaign in India that includes setting up tourism offices in Mumbai and New Delhi, represented by Destinations Marketing India.

Thomas Penney, VP, Planning & Product Development, Canadian Tourism Commission (CTC) explains that the aim of setting up tourist offices in the country is to create awareness about Canada and augment reciprocal travel. "This year, Canada hosted 42,000 tourists and now with our tourist office in India, we look forward to a significant increase in the number of tourists traveling from India in 2004," he says. The number of tourists traveling to Canada this year has seen a 3 per cent hike as compared to 2002.

Country images are apt to influence people's traveling decisions and CTC devices to tap the Indian market with a definitive strategy - segmentation, targeting and brand positioning. Judd Buchanan, Special Advisor on Tourism to the Prime Minister, comments, "Canada offers great value at an attractive price. Our aim is to encourage the VFR segment, tourists and others heading to the US, to include Canada in their itinerary."

Sanjeet, Destinations Marketing India emphasizes the importance of positioning.

"As representatives of the Canadian Tourism Commission in India, our responsibilities include dispensing information that there is much more to Canada than Niagara Falls. As Canada's facilitator to the travel industry, we will first be creating an awareness of Canada in the travel industry, and then we will target the consumer through media."

Will the ads be sourced from Canada or will CTC invite Indian agencies for a pitch? "The ads will be sourced from Canada. To begin the promotion, we will be using direct mailers," comments an official. On the promotional spend, they remain tight-lipped, "There is no budget as such; we are taking it on a case-to-case basis."

'Reposition the product, enhance its existing USP and increase accessibility' is the mantra. Recognizing that lack of direct flights and visa hassles are the biggest stumbling blocks, the Canadian government swung into action to address these challenges. Air Canada recently launched daily direct flights between the two countries. On its part, the Canadian High Commission has streamlined its visa procedures and application forms have been simplified. Penny adds, "Segmentation, targeting and brand positioning are the names of the game. It is the perception of a product that counts."

- Jasmeen Dugal



zooming IN THE CANADIAN BEAUTY

Canada has become the next best destination for filmmakers as there is an abundance of scenic beauty on location and a great demand for snow-clad mountains, and the use of advanced equipment, and well-trained crew. A modest attempt has been made by *Rojita Padhy* to showcase some of the current films that have been shot in Canada and the preparations made behind them.

Kishori Lal, a billionaire, left India with only ten dollars in his pocket to make money in America. He made it big - the biggest of all - building his own empire with a huge family around him. Although he left India, Kishori Lal did not forget his Indian values and roots. He wants to infuse the Indian culture into his son, Rajiv, who is born and brought up in the West. Kishori Lal comes to India to find a traditional "Indian" girl for his "American" son. He decides on Kusum Ganga, the daughter of an old friend and sends Rajiv and his foster son Arjun to India to approve of her. Rajiv ends up engaged to Ganga and brings her to America. When the East (Ganga) and West (Rajiv) clash, Arjun gets the difficult job of trying to get Rajiv to accept Indian values and Ganga to accept American ways.

This small piece though resembles a real life story; it is not. But of course, it is the story line of the box office hit 'Pardes' movie of Subhash Ghai. The movie was shot at the locales of Hollywood and Canada. The American house of Amrish Puri in the movie was actually in Vancouver, Canada. There are many more to join the band. Kash Aap Hamare Hote, The Hero, Shakti, Aapko Pahle Bhi Kahin Dekha Hai and the latest hit of Dharma productions, Kal Ho Naa Ho.

This growing interest of Bollywood in Canada is an interesting subject to discuss. Canada has a lot to offer to filmmakers in terms of artistic and technical wizardry.

While discussing about the movies, worth mentioning here is Toronto, the city that observes a lot of activities. The camera, crews, bright lights, costumed actors, extras milling about, the off-duty cops, traffic jams, all confirm the fact that Toronto is the world's third-largest movie production center in North America, after Los Angeles and New York.

The figures currently show that 52 productions were shot in Canada in last few months. With film shoots priced almost 45-50 percent cheaper and film studios,





recording/dubbing studios, technicians and local artistes ready for a piece of action, it's a high means of earning for the Canadians. Outlining the major factors that attract the directors worldwide to shoot in Canada is many. Most filmmakers making a stopover at Canada are pleasantly surprised to find that the country's beauty does not begin and end with the Niagara; in fact, the magnificent falls are just a trailer to the main scene. Magnificent snow-capped mountains, streams and rivers, meadows and grasslands form ideal shooting spots. The trend in Bollywood started within Bollywood itself, it was the late Raj Kapoor who was the only director to exploit the beauty of Niagara Falls in his film *Around the World in Eight Dollars*.

The recent time movies includes, *Kash Aap Hamare Hote*, Director, Ravinder Peepat starring, Sonu Nigam, Juhi Babbar, and Sharad Kapoor, Om Puri and music by Adesh Shrivastava. *The Hero*, produced by Time Movies - Dhirajlal Shah, Pravin Shah, directed by Anil Sharma, starring Sunny Deol, Preity Zinta, Priyanka Chopra, Amrish Puri, Kabir Bedi, Rajpal Yadav, and music by Uttam Singh. The big budget film has a lot of action, emotions, sets and locations. Besides all these things, it has another distinctive aspect: it is shot almost exclusively in Canada and features Canadian based models. And the latest box office hit is *Kal Ho Naa Ho*. Released on 28 November 2003 and produced by Dharma Productions, this had a backdrop of Toronto. Director, Nikhil Advani, directed the movie and casting was Shah Rukh Khan, Saif Ali Khan, Preity Zinta, Jaya Bachchan, Sonali Bendre.

For movies like *Taal* and *Pardes* of Subhash Ghai, the Canadian Government responded by providing permits, visas, accessible studio and technical links. The Indian film industry, being a dream factory, churning out escapist films is always on the lookout for new places. That is where the answer lies for the Indian filmmakers.

Cinema has now become a craze to Indians world over. Directors are choosing to shoot their films in the most picturesque places such as Canada to bring to fore a whole new world of sceneries to appeal the teeming millions here in India and the Indian community abroad. For one, the masses here cannot afford a trip abroad and visiting these places from their hometown can be quite exciting. Second, it is cheaper to shoot in these places which not only adds to the movie quality but also shooting with the latest crew and equipment has proven to be very challenging. Besides, ofcourse it promotes those destinations as tourists spots. Therefore, a trip to Canada or picturesque beauty of Canada included in the movie is in demand now.



Indian Parliament passes Citizenship (Amendment) Bill 2003

The Indian Parliament has passed the Citizenship (Amendment) Bill 2003 to grant dual citizenship to persons of Indian origin, belonging to 16 countries.

These nations are: The United States of America, the United Kingdom, Australia, Canada, Italy, the Netherlands, Finland, Ireland, France, New Zealand, Israel, Greece, Cyprus, Sweden, Switzerland and Portugal.

The passage of the Bill fulfils India's long-awaited promise to the people of Indian origin, made during First Pravasa Bharatiya Divas Conference, in January this year that the government would grant them the dual citizenship.

As far as the Canadians of Indian origin are concerned, the Consulate General of India, Vancouver, would notify the public about the procedures as well as the implementation process, as soon as these are completed and notified by the concerned authorities in India.

A facility such as the dual citizenship is expected to instill among the people of Indian origin, a sense of involvement with the affairs of their native country and help them in contributing their mite to its development.



MLL-H software a boon for HOSPITALS & PATIENTS

Micro Life Line - Hospital (MLL-H), a unique software by Micro Technologies (India) Ltd. has been launched to change the entire IT usage of hospitals without needing any additional hardware and to make life easy both for hospital authorities as well as patients being treated there.

Mr. G.S Gill, Principal Secretary, Medical Department & Health, Government of Maharashtra, launched MLL-Hospital at Indian Merchant's Chambers at Mumbai.

MLL-Hospital offers an easy, prompt and affordable means of communication, essential to maintain a constant link with the specialists, surgeons, physicians, staff, patients, blood banks, utility service providers and suppliers, which is a bare necessity, especially in critical situations. MLL-Hospital integrates the existing IT set up of the hospital and as the communication is through mobile (SMS) and e-mail, it can reach any place in the world, wherever mobile messaging and e-mail services are available, within a few seconds.

The 'alert and remind' facility of MLL-Hospital ensures that a specialist doctor or a group of specialist doctors can be alerted whenever an emergency arises, irrespective of their location as they receive the same on their mobiles as a text message. It would also mean that a doctor could continue to remotely monitor the condition of his patient by receiving vital data at regular intervals or as pre-planned by him. Nurses, technicians, ambulance staff, supplier of linen and the stores staff could be alerted as per need. MLL-H also permits sending group alerts to blood banks for emergency requirement of blood and can alert overseas specialists.

Recently, the Company had participated in Health Care Show at the World Trade Center, where, it displayed MLL-Hospital at their stall, which drew a number of visitors, including some celebrities and VIPs who appreciated the unique product. People from the hospital industry were thrilled to see the usefulness of the system, which received as may as 250 enquiries from prospective buyers.

Micro Technologies has entered into a 14-year marketing agreement with Megabyte Inc. a US based IT company, to market MLL-H starting from California, in Japan and China.



Birla Sun Life
Insurance
offers India's first e-facility

Insure your
LIFE on INTERNET

Birla Sun Life Insurance Company Limited (BSLI) has launched its e-commerce portal, www.birlasunlife.com, to sell policies to its customers online.

BSLI, known for its innovative schemes and customer-friendly approach, is the first life insurer to offer the purchase of life insurance policies on the Internet in India. The mother portal is investor-friendly and provides easy access to the contents of all the three companies under the Birla Sun Life umbrella.

Commenting on the launch, Mr Nani Javeri, CEO, BSLI, said that currently a major debate was on in international forums whether insurance can be sold online.

Mr. Javeri said Indians had embraced the IT benefits in areas such as banking, and as such would welcome alternative channels available to them to interact with service providers as most convenient.

The service would help the fast growing community of customers, advisors and channel partners as a significant step towards offering IT enabled solutions and services in life insurance on the Internet, he said.

A scientifically designed process termed as the "3 Step Process" has been created to assist the customer in the purchase process. In the first phase, the Birla Sun Life Flexi SecureLife Retirement Plan (without life cover) and Birla Sun Life Single Premium Bond will be available for online purchase.

Various facilities such as change in address and contact details, tracking navs and investment performance, request for a change in his fund option, subscription to e-mail and SMS alerts for premium notice and newsletters have been incorporated in the site to service the customer online.

For the BSLI agents, facilities such as details of all their customers, e-mail and SMS alerts for license renewal as well as status of any policy of their customers, medical facility locators and training modules are available online. The Birla Sun Life Insurance site has now been powered by a payment gateway to accept receipt of first premium through any credit card, Master or Visa.



Perspectives on Business Process Outsourcing

- Shreeram Iyer

If your core business is developing the most irresistible Product & services to the market, why waste time and resources on such tangential activities as accounts-receivable processing or warehouse administration? You need them done, but it might make more sense to let an expert handle the tasks. Business process outsourcing (BPO) is the hottest thing on the sourcing scene right now.

Business Process Outsourcing (BPO) is the delegation of one or more labor-intensive business processes to an external provider that in turn owns, administers and manages the selected process based on defined and measurable performance criteria.

BPO has become the new imperative because of:

- Factor Cost Advantage
- Superior Competency
- Utilization Improvement
- Economy of Scale
- Business Risk Mitigation

Availability of highly qualified skill pool and faster adoption of well-defined business processes leads to higher productivity gains without compromising on quality.

Customers across verticals like Insurance, Banking, Pharmaceuticals, Telecom, Automotive and Airlines seem to be the early adopters of Business Process Outsourcing. Of the vertical listed above insurance and banking are able to generate bulk of the savings purely because of the large proportion of processes they can outsource like claims processing, loans processing and client servicing through call centers.

Improvement in cost, quality and productivity has encouraged customers to rapidly scale up their offshore operations. It

is no longer seen as a one-time cost reduction or process improvement but customers are demanding year-on-year improvements in process metrics.

Models of Offshore Outsourcing

Introduction to Offshore Outsourcing - From humble beginning as a mere cost-cutting concept, offshore outsourcing has gradually moved ahead and established itself as a successful business model by rendering not only cost-effective but also sophisticated and highly efficient quality services.

According to International Data Corporation (IDC), US-based companies will triple their offshore outsourcing spending from \$5.5 billion in 2000 to more than \$17.6 billion in 2005! The offshore outsourcing trend has crossed all the barriers of political turmoil, language and culture difference and has proved that no matter in which part of the world your service provider resides, what really matters is industry-standard, high-quality service together with decisive cost-advantage. But for quality and on-time delivery of offshore outsourcing services to a client, the offshore outsourcing service provider has been dependent on numerous delivery models that have evolved since the last one decade. A few of them are:

- Onsite
- Offshore
- Offsite/Offshore
- Global Delivery Model
- Offsite
- Onsite/Offshore

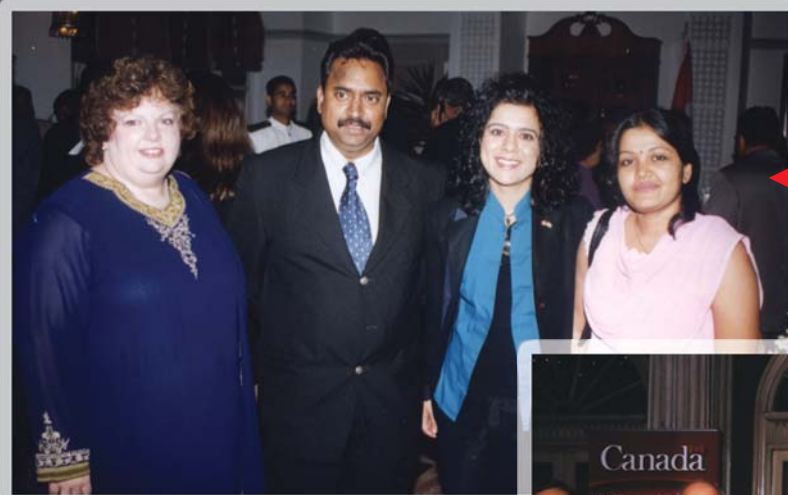
The distribution of activities across the various delivery models may vary from one project to another. This may be attributed to factors such as effort involved, level of interaction, cultural and time-zone differences. Some offshore

outsourcing projects like migration and re-engineering can be executed totally on the offshore location, but others like enterprise application integration-related projects and demand almost a cent per cent execution on onsite location. This article will give an overview of the different kinds of offshore outsourcing delivery models followed by service providers the world over. It tries to give a general definition of the different offshore outsourcing models and has listed the benefits of each one of them while trying to portray a picture of actual distribution of activities at different locations.

Business process outsourcing (BPO) is the contracting of a specific business task, such as payroll, to a third-party service provider. Usually, BPO is implemented as a cost-saving measure for tasks that a company requires but does not depend upon to maintain their position in the marketplace. BPO is often divided into two categories: back office outsourcing which includes internal business functions such as billing or purchasing, and front office outsourcing which includes customer-related services such as marketing or tech support.

BPO that is contracted outside a company's own country is sometimes called offshore. BPO that is contracted to a company's neighboring country is sometimes called near shore outsourcing, and BPO that is contracted with the company's own country is sometimes called onshore outsourcing.

Outsourcing is an arrangement in which one company provides services for another company that could also be or usually have been provided in-house. Outsourcing is a trend that is becoming more common in information technology and other industries for services that have usually been regarded as intrinsic to managing a business. In some cases, the entire information management of a company is outsourced, including planning and business analysis as well as the installation, management, and servicing of the network and workstations. Outsourcing can range from the large contract in which a company like IBM manages IT services for a company like Xerox to the practice of hiring contractors and temporary office workers on an individual basis.



L to R: Satya Swaroop (second from the left) and Rojita Padhy (Fourth from the Left) pictured with delegates from British Columbia

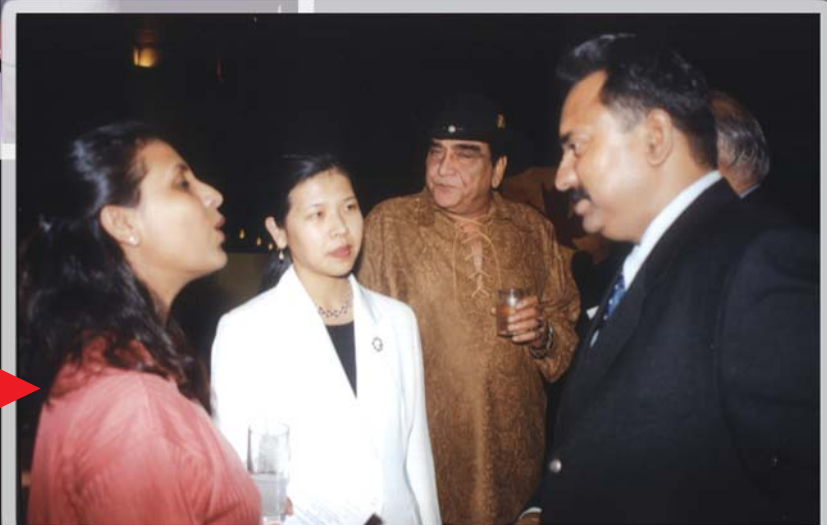


L to R: Pawan Saharan, Vijay Mahajan, Ping Kitnikone, Narindar Nayar, Vivek Savkur and Narottam Goel with Minister Allan Rock



Premier Gordon Campbell with his colleagues

R to L: Satya Swaroop in conversation with ICBC's member, while Goga Kapoor & Ping Kitnikone look on





L to R: Vivek Savkur,
Ping Kitnikone
Premier Gordon Campbell
and Adnan Sami



Ping Kitnikone in discussion with
Premier Gordon Campbell

Gul Kriplani, ex President
of the Indo-Canadian Business
Chamber, presents a memento
to Premier Gordon Campbell,
while Mr. Savkur looks on.



Ralph Klein, Premier of Alberta,
in conversation with
Tripti Chakravorty - a
correspondent of Trade - Links



Fascinating FACTS !!!

There is something strange about facts... they become more succinct to grasp when given short and crisp. Facts need not always be new. Their novelty value can be refurbished depending upon their presentation. Reports
Shruti Sinha

Holidaying in Alberta with COWBOYS:

Spending a few days in working ranches like the Bar C can be a real treat for some of the committed city professionals. Here one can work with the real cowboys, while enjoying some of the roughest waters and land sports like horse riding and white water rafting. The land is also the home of a wide variety of birds and wild animals like the coyotes, bears and wolves.

Be an EAGLE!

Fly over the Jasper National Park in a one-hour helicopter flight and get snared by a rare birds eye view of the Fiddle and Rocky Rivers, Jacques Lake, rugged canyons and the lofty Rockies.



Did you KNOW?

High tide of gems dwarfs the gold wave as Canada emerges the third largest producer of diamonds. The main mine, **Ekati mine**, now produces around 6% of the world's market *per day*. It enjoys the reputation of producing the first branded diamond, namely the Bear Diamond produced by Sirius Diamond Ltd. **The Diavik Mines** begin production this year and Canada is expected to produce 12% of the world's diamond market by 2006. This more so, with geologists having unearthed an emerald site in Yukon's Pelly Mountains.

Wanna go CRUISING?

Yes you can.... The arrival of three- masted schooners to Newfoundland and Labrador for the first time in over 100 years promises all the thrills of long voyages of the ancient mariners.

Maple...a delight

for the taste BUDS!

Make your meals delicious by adding the flavour of maple in a form most suitable to your taste. It could be spread like butter, poured like post dinner liqueur or sprinkled as sugar crystals....its all your choice and





preference.

BICYCLE coast to coast:

Butterfield & Robinson offers a luxury trip full of activities and fun and frolic starting from St. John's, New Foundland and Labrador, unwinding the Rockies and terminating in the breath taking beauty of British Columbia.

Unzip your spirits with Zip:

Air Canada's Zip is expanding its operations with its new short haul fleet Zip. It will now conduct non-stop flight between Winnipeg and Montreal, Winnipeg and Ottawa, Calgary and Abbotsford and Calgary and Victoria. Much in tune with customer trends and demands, electronic tickets are issued for flights within Canada along with discounts on a return trip.

Wild, wild MANITOBA:

Enrich yourselves with outings and adventures in the Riding Mountain National Park as you find the loons and other wild animals in their natural habitat. Learn about the techniques of elk radio collaring, tracking wild life and recording live location fixes.

Spa - A treat for BODY and MIND:

Now you can book for treatments at four of the spas with the new Vancouver Island Spa Trail, namely, the Willow Stream Spa at the Fairmont Express in Victoria, the Aerie Resort in the Malahat Mountains, the Kingfisher Oceanside Resort and Spa in Courtenay and the Ancient Cedars Spa at the Wickaninnish Inn, in Tofino, a spa based on Aveda aromatherapy. The spas are equipped for various types of massages. You could of course choose the one that your therapist suggests from amongst the multitudes that are offered. Chateau Whistler's Vida Wellness Spa blends the wonders of Ayurveda with the latest spa treatments. Stillwater Spa helps visitors unwind in an atmosphere typical of European spas. It offers signature treatments like the Lavender and Tangerine Body Glow. Thermal waterfall of Le Scandiname and mineral pools of the Hot Springs of the Canadian Rockies National Parks and spas that offer Reiki, Shiatsu and aroma therapy hold promises of a heavenly relaxation. So just go and unwind yourself.

Lush is LUSCIOUS...

The cosmetic products launched by Lush have begun taking the world over. Packaged like items of grocery, the products are resplendent in their beauty and variety. Named to suit different emotions like Karma, Temptation and Freeze, their authenticity can never be doubted as they are a perfect blend of the purest of herbs, fruits, flowers and essential oils extracts.





Unraveling the MYSTERY of NATURE in CANADA

Canada is a rich continent. Nature has thrown awesome surprises in the form of a varied topography, flora and fauna. The provinces are many and even more are their striking features. With *Shruti Sinha* find out why is Canada a travelers delight.

Manitoba, meaning “The narrows of the Great Spirit”, in Cree, is one of the most bounteous prairie provinces of Canada. It comprises eight tourism regions, each offering a plethora of natural, historical, cultural and recreational attractions. Capital city, Winnipeg is the jewel in the crown of Manitoba. The lively spirit of this province is matched

companies-Canada's Royal Winnipeg Ballet and Winnipeg Symphony Orchestra. Manitoba is home to 28 trophy fishes in Canada. The Garter Snake Capital of the World, Winnipeg is studded with the deepest lake of the world, Lake West Hawk.

Between the eastern slopes of the Rockies and the wild of the Western Ontario, lie the two other rich prairie provinces of **Alberta and Saskatchewan**. These two combine with Manitoba to form the heartland of Canada. The king crop of the southern areas is wheat, though other crops and livestock make valuable contribution to the economy. The Prairies grasslands are typically different from the mountainous region of the Rockies.

4 major cities of this region other than Winnipeg are: **Calgary, Edmonton, Regina and Saskatoon**, each with speciality of its own.

Calgary's attractions range from Eau Claire Festival Market that encloses restaurants, large stores, a multiplex cinema, an IMAX Theatre plus an entertainment center and arcade to the EPCOR center for the Performing Arts, a complex of four theatre spaces and a concert hall with state-of-the-art technology. The Glenbow Museum, showcases a wide range of items from art and history, and the Calgary Zoo, Botanical Gardens, and Prehistoric Park, houses 1,400 animals in their natural settings.

The Fort Edmonton Park, in **Edmonton**, takes one to the times and events accompanying White settlement in Edmonton during the 19th century. The major features of the park are a fur press, a black smith shop, a saloon, a jail along 1885 Street, photo studio and fire house on 1905 Street, modern facilities on 1920 Street. Horse wagon, streetcar, stagecoach and enthralling rides on pony back are other features.

The Royal Canadian Mounted Police Depot Division is a sight worth seeing in **Regina**. It is the oldest existing building of Regina and houses some of most invaluable and priceless elements of the order's powerful history.

Trips from **Saskatoon** to places outside the city like one to the heritage of Me'tis or the Prince Albert National Park, is not just entertaining but also enriching. The Wanuskewin Heritage Park brings one very close to the native culture of the Northern Plains.

Toronto is the hallmark of Canada's multiculturalism and multi ethnicism. What is amazing is that despite people coming from 170 nations, and speaking at least 100 different languages, **Quebec** offers a range of

Calgary skyline, Alberta, Canada



with the essence of many communities that inhabit here along with several striking features. Folklorama, the largest multicultural festival is the pride of Winnipeg. The Riding Mountain National Park and Spruce Woods Park mark a striking difference in the otherwise prairie landscape. For worshippers of peace, the International Garden commemorating the same sentiment is indeed a delight. Winnipeg is home to some of the noted performing



attractions that match different tastes.

You can get a bird's eye view of the entire region from the tallest tower, the CN Tower. Fort York will bring you closer to the history of the city for it tells you about its origin. The Harbourfront Centre is a culture and recreation center that rejuvenates the city's waterfront and is an important site. The Toronto Islands are a group of lush green islands studded on the Lake Ontario that give a mysterious revelation of the horizon. The Art Gallery of Ontario,

Ecotourists, Mingan Islands, Quebec, Canada



features among the top ten art museums of North America. It stores some of the brilliant masterpieces of Henry Moore sculptures, Emily Carr, Kreighoff, Milne, Homer Watson, Van Dyck, Hogarth, Picasso and many more. The McMichael Canadian Art Collection follows along similar lines. If you want to take a trip to the oriental Chinese world, just pass by the Chinatown, where you will get articles from priced silk blouses to porcelain and a variety of silks. The greatest cultural asset of Canada is of course the Royal Ontario Museum, where the enticing presentation of art, science and archaeology exhibits, is the eye-catching factor. Missing out on the High Park will be missing out not only on one of the best parks but also one that stages some of the best work of playwright Shakespeare. The Edward Gardens not only William riot of colours but also imparts to children the joy of nature learning. And when you talk of children what can be more gripping than the Toronto zoo where the gamut of mammals, reptiles, birds and fishes mesmerizes one and all. And if don't want to be left behind, catch up with technology at the Ontario Science Center. Future can be as intriguing as the past.

The Eastern most provinces of Canada comprise the **New Foundland Banks** and the **Labrador** in the mainland. Harbour city, St Johns is the capital. Though home to hump

back whales and millions of birds, the island also has nickel deposits, a fact which could be of tremendous significance to the economy based largely on fishery. Despite its integration with Canada, the province is different due to the distinctness of people's language, lifestyle and independence. Spring, summer, fall and winter play hide and seek and their associated fauna and flora go to make the region more than attractive. Added attractions are the Cape Spear National Historic Site, where Labrador's oldest beacon, the Cape Spear Lighthouse, beacons one and all to come to the region. The Signal Hill National Historic Site stands testimony to the last battle of The Seven Years War and is a point to see some of the 19th century British military drills. If you want to see the favourite haunt of gannets and thick billed murre, just take a trip to the Cape St. Mary's Ecological Reserve and if you want to get lured by the appeal of historical towns, then just go down to the old town of Trinity or Bonavista. It is not without reason that Gros Morne National Park has been named under the UNESCO World Heritage Site. While orchids spring wildly in springtime and the rugged Bonne Bay fjord divides the park,

Icebergs - Newfoundland, Canada



Woody Point is home to the popular Lombardy poplars. Tectonic movements have left their evidence in the form of The Tablelands and though it may not be conducive to most plant life, the presence of Ice Age can definitely be felt here. But your trip to The GROS Morne can never be complete without a boat tour to the Brooke Pond. L'Anse aux Meadows National Historic Site finds a similar place in the UNESCO World Heritage Site and if you want to know why, then it is because this was the first place where Vikings from Greenland and Iceland founded their first European settlement in North America. Norstead is second such Viking settlement. The Red Bay is once again a National Historic site, as it is a 16th



century site of Basque whaling station.

New Brunswick situated in the eastern part of Canada, is synonymous with adventure, blessed as it is with marvels of nature and a vibrant culture. At the Hopewell Rocks, the most imposing geological feature, you can experience some of the wildest and highest tides of the world. At the Bay of Fundy, there is profusion of plankton and it is the habitat of whales and thirty-four species of shore birds. At the Irving Eco-Center, La Dune de Bouctouche, enjoy the luxury of the salt marshes and some of the best dunes as



Cabot Trail, Cape Breton Island, NS, Canada

you comb the 24 Discovery beaches, Fresh water Swimming Beaches and Salt water Swimming Beaches.

As you near the St. Johns River, your excitement will double when you see the Grand Falls tumbling down and when you encounter the churning rapids.

The region stands out as the Appalachians' highest peak, Mt. Carleton overlooks the topography.

Other attractions that lure you into New Brunswick are the New Brunswick museum, the Magnetic Hill, Magic Mountain Water Theme Park, Irving Eco Center, Botanical Garden, the Reversing Falls and Kingsbrae Garden to name a few.

New Brunswick boasts of eight grand cities, namely Edmundston, Fredericton, which is the riverfront capital, Saint John, Moncton, the first bilingual city, Dieppe, the newest city, Bathurst, Campbellton and Miramichi.

New Brunswick is home to not just Victorian residences but also a large range of artisans, festivals that celebrate

Acadian, Brayon, Scottish and Irish cultures and visual arts that have the names of Roussel and Patterson attached. A rich literature flourishes side by side and heritage sites and museums like the Village Historique Acadien or the New Brunswick Archives endorse the rich history and cultural diversity of the land.

The seacoast destination of **Nova Scotia** is encircled by eleven scenic travel ways. It is adorned by a culture that exhibits over 800 festivals, prominent ones being the Celtic Colour International Festival or the Nova Scotia International Tattoo. If you want to relive the history of the land or take a dip into the rich cultural aroma that rises from here, then a visit to the 26 museums or heritage sites is a must like the Ross farm Museum, Sherbrook Village, Highland Village, Museum of Natural History or the Museum of Industry. You can also enjoy a lot of outdoor activities in one of the 125 Provincial Parks or 2 National Parks, where they range from camping, golfing, hiking, and many more.

Halifax throws a variety of charms from Victorian gardens to its being the second largest natural harbour in the world. The South Shore and the Annapolis Valley are strikingly different though they may be part of the same region. While the former is rocky, the latter is lavishly engulfed by creeping vines and rich orchards. Lunenburg is known for the German sausages. At Yarmouth, the Yarmouth County Museum has the largest collection of the most enchanting ship paintings. A visit to Windsor is a must for all hockey lovers for the town claims to be the birthplace of this game.

The Eastern Shore and Northern Nova Scotia present a stunning contrast from the Bay of Fundy to the soft and gentle shoreline of the Northumberland Strait. Antigonish, has the distinction of hosting the biggest and oldest Highland Games. Pictou has the reputation of being the "birthplace of New Scotland".

Cape Breton Island makes up one of the most magnificent driveways of North America. Glace Bay, a mining town in this zone has a past of intense industrial struggle. The Alexander Graham Bell National Historic Site and the Marconi National Historic Site, commemorate the works of both the scientists respectively.

If you want to meet nature in its pristine glory, the **North West Territories** of Canada are inviting you with their arms open. North of 60° north, the region stretches from towering mountains to the rolling Tundras and from seacoasts to the boggy lowlands and forests. The region brings nature within your nearest reach. Many activities naturally await you.



If you join a Northern style safari to the Tundras or the Arctic, you are sure to come across a multitude of blossoming wild flowers, a caribou or a muskox or a wolf. For bird lovers attractions lie in the Wood Buffalo National Park and the Mackenzie Valley, where migrating geese, ducks, sandhills cranes, swans and shore birds come every season. Either you can reach out for the heights in the Cirque on the Unclimbables or get your spirits soaring as you near the roaring Slave River Rapids. In the Aulavik National Park, crashing breakers of the Thomsen invite all wave surfers. Or if you feel your spirit is in for a fishing spree, just try your luck in a scuffle with shoals of fat Arctic Chars or the feisty graylings.

The province has five distinct travel destinations. The Western Arctic is inhabited by communities like Tuktoyaktuk, Aklavik ,etc.The Community Green House, Community Ice Freezers, Igloo Church,and the Ingamo

has thrown up some of the most notorious Rapids of the Drowned, in memory of the fur traders who could never make it .The Sahtu province housing the Great Bear Lake, however, is the wildest of all the regions.

Wilderness is never complete without the mention of **Yukon** and **Nunavut**. It was the gold rush of 1898 that initially attracted visitors to the Yukon. Today, however, Yukon radiates with the glimmer of nature at its wildest best. Caribou, Dall sheep, wolves, wolverines, moose, bears, black trouts and bald eagles, outnumber the human population. The Whitehorse, the MacBride Museum and Miles Canyon are some of the prominent sites among others in the Yukon.

The complete absence of any roads and trees make Nunavut a very striking tourist destination. Nature plays weird games here. In summer, the sun never sets and in winter, night lasts long. What makes Nunavut peculiarly attractive is the Baffin Island, where awe inspiring rough mountain terrain meets the smooth sea.

Prince Edwards Island or “the Island” is famous as much for its potatoes and lobsters as much as it is for Lucy Laud Montgomery's novel **Anne Of Green Gables**. Located in the Gulf of St Lawrence, the island is blessed with some of the best beaches e.g. Basin Head Beach, which are made compatible for swimming by the warm Gulf Stream. Opportunities for fishing abound with Blue fin Tuna, Mackerel and Cod thriving in throngs. Golfing, hiking, biking are other activities one can look forward to. Festivals like Charlotte town are grand and reflect upon the art and culture of the place.

Exploring Prince Edward Island will bring you face to face with its numerous attractions like Province House National Historic Site (presently the seat of Provincial Legislature), Prince Edward National Park, comprising the sand dunes and beaches that spread like sheets of velvet in the region of Charlottetown. In Cavendish, the main attraction is Green Gables of course, the home site of Lucy Laud Montgomery, along with Orwell Corner Historic Village, the Sir Andrew Macphail Homestead and North Cape.

From the snow-clad mountains to the foaming seas, from the rugged topography of the hilly terrain to the undulating prairie grasslands, Canada has it all. Bound with beauty that knows no bounds, the land is indeed rich. No amount of words have ever done nor can ever do justice to nature's wonders. Only one thing can. Your visit and your vision . So reach out for the paradise on earth...unleash your true self in the land where nature has unleashed itself without any cares.



Hall Centre to name a few. In the Deh Cho region, the “Big River” Mackenzie flows with all its might for 1800 kms and aboard the historic vessel Norweta, you can zip through its entire expanse. The Virginia Falls with twice the vertical drop of the Niagara, setting the rocks under your feet vibrating. In the North Slave region, is located the Diamond Capital of North America, Yellowknife. Not only is this the best place for watching the Aurora Borealis, but also one can find considerable number of tribes of the aboriginals. It possesses the masterpiece of architecture in the form of its Legislative Assembly building. The South Slave Region has the Dene Cultural Institute that tells us a lot about the life and styles of the aboriginals and nature



ALBERTA....

The Riot of **NATURE**

Nature can never be more diverse. Never can it be more vivid. What are the reasons that has made Alberta so profound in natural beauty... find out with *Tripti Chakravorty*.

Located in the western part of Canada, Alberta is one of the most important Prairie Provinces. Producing gold in the form of wheat, it has a diverse landscape from the Canadian Rockies to the phenomenal badlands to the northern forests.

At the cross road of sophistication and scenery lies the capital city, Edmonton. The Old Strathcona Historic area has some of the finest markets and boutiques. This is matched with the rich greenery of the North Saskatchewan River Valley. If you want to see the orchids in a riotous display, then a visit to the Devonian Botanical Gardens is a must. Going back to history will never be easier than just walking into the Provincial Museum of Alberta. Edmontonians are of course very rich and elaborate culturally and if you want a view of that then just be a part of the Klondike Days Festival.

Calgary, another very important city situated between the vast prairies and the Rockies, is replete with beautiful sights and exciting activities. The Calgary Tower is a perfect point to get a bird's eye view of the entire city or if you want to come down to the roads then the Canada



Olympic Park awaits you. If butterfly collection is your hobby then let yourself loose at the Prehistoric Park, which will bring you close to the age of the dinosaurs. If stress has caught up with you too much then de stress yourself at the TD Square with some of the most classic fragrances.

The Canadian Badlands Trail beholds wonders of Canada's geological history. From canyons like Horseshoe and the Horseshoe to bone beds, everything is there. In the Royal Tyrell Museum of Palaeontology, one comes across some of the most spectacular displays of dinosaurs' skeletons. Also one can see the theatre performances, while enjoying dinner. The Dinosaur Provincial Park has a wide range of fossil beds from the world over and the Cypress Hills Provincial Park offers a gamut of accommodation and recreational facilities.





Stretching from Mayerthorpe to Cardston is the Cowboy Trail, where one can find cowboys in their rich ranchlands and an abundant wild life. The Rocky Mountain House tells about the fur trade of Canada and if you take a Voyager Canoe trip down the North Saskatchewan River, you can get a feel of the life of a voyager. At the Western Heritage Cultural Center, the livestock industry of Canada comes alive. Bragg Creek offers lovely horseback rides and western art pieces. Moving down along small towns like Black Diamond and Turner Valley, one comes to the historic site of Bar U Ranch. Other sites worth seeing are the Chain Lakes, Kootenai Brown's Pioneer Village and many more.

The Grande Alberta Trail, offers adventures of the wilderness, like fishing and hiking at the Pembina River Provincial park. Edson satisfies the interest of those interested in coalmines, though the heart of the place lies in the Natural Resources Interpretive Center. Rafting and kayaking could be enjoyed on the Muskeg River. The Crystal Lake region is inhabited by a healthy population of birds. White court or the 'Forest Center of Alberta' is known for its industrial tour of pulp mill.

Next comes the Alberta's North to Alaska Trail. The Waterton Lakes National Park is the world's first international peace park The Head-Smashed-In Buffalo Jump helps one trace thousands of years of aboriginal hunting and history. Edmonton is the cultural Mecca of the trail after which it moves to Northwest Alberta.

The Oil Sands and Lakes Trail leads one to the world's largest oil and sand deposits. The Oil Sands Discovery Center, gives an in depth preview of the processing plants for oil extraction. Some of the best fishing lakes are also located over here.

Rich Ukrainian heritage can be seen in the Basilian Fathers



Museum and the Ukrainian Cultural Heritage Center.

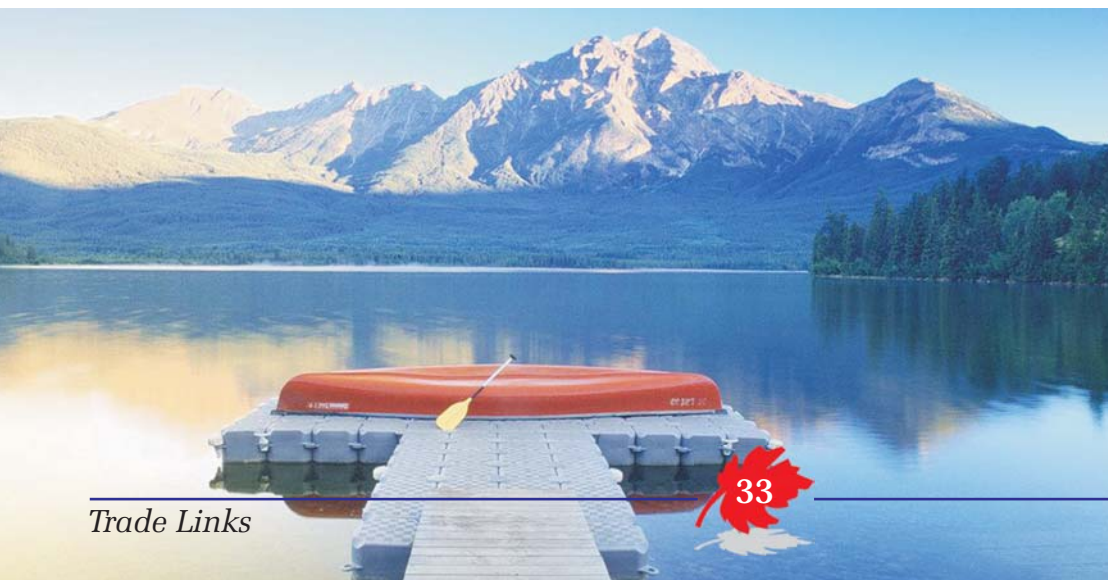
The Elk Island National Park provides a good view of the wild life.

Last but not the least is the Alberta's Rocky Mountain Trail. Promising unforgettable adventure with activities like hunting, fishing, rafting, golfing or relaxing in a hot spring.

The stretch between Jasper and Banff, laced with massive ice fields like the Parker Ridge is rated as one of the ten top most beautiful drives in the world.

Also contained within this trail is the "Jewel of the Rockies", the Lake Louise. Noted for its world-class outdoors, the town of Banff is the point from where one moves to the last leg of the journey, from Calgary to Edmonton.

Come home to Alberta..., be a part of this journey & explore the mesmerizing beauty of the State.





JETTISON JET LAG

- Wg. Cdr. Vijay Mahajan (Retd)

Restore your biological rhythm and mental orientation after jetting across different time-zones by attuning your system to the new environment.

There are very real biological and physiological reasons why travel across multiple time zones frequently leaves a traveller in a state of physical and mental disruption we now commonly refer to as “jet Lag”.

Virtually, all physiological body systems exhibit the characteristic of “rhythm city” where the function of a specific system varies in relation to the time of day. These systems are controlled by a master clock in the brain, and interconnected time monitor are located throughout the body. The time-keepers monitors and control various body functions in a cyclic pattern and ensure that all of these internal systems are synchronised with one another and with the cycles that exist in our environment.

The master clock in the brain and the satellite time monitors within the various cells take their cues from several sources in the environment. External cues are level of illumination, brightness of sunlight, clock-time-of-the-day, ambient temperatures etc and the internal cues are food we eat, any drug or medication we might take. Then there are social cues such as work, physical and mental effort, period of social interactions etc.

These cues combine to lock in and fine-tune the natural daily rhythm of our various physiological systems and as a result we observe high points and low points at different periods within this daily cycle. These rhythms exist, whether we are in a cave, in outer space, or in an enclosed room with no outside view, with no way of telling the time.

Travel across multiple time zones confuses, or de-synchronises, our biological clocks by altering the length of our day, by either compressing it (if we travel east), or extending it (if we travel west). This de-synchronisation occurs because we are rapidly exposed to a completely different set of environmental factors or cues, which in turn are responsible for fine tuning the final adjustments on our natural 24-hour rhythms.

Symptoms

The symptoms of Jet lag on the first day at your destination often include an ever-growing sense of exhaustion, decrease in reaction time and memory, significant gastrointestinal disorders, irritability, headaches, loss of

appetite and impaired night vision.

North-South travel does not induce the physiological adjustment we know as “Jet Lag” because no time zones are crossed. The general sense of fatigue which you feel after any long flight in either of these directions is simply a result of the travel itself. Research shows that physiological disturbance often manifested as ‘jet lag’ is only observed when three or more zones are crossed.

Travel which occurs in an East-West direction does result in the crossing of international time zones and often leaves a traveller in a state of fatigue. Generally travel from east to west is more easily tolerated because your “biological clock” seems to adjust to an elongated day rather than to a compressed one.

The end result of westward travel is not unlike the feeling experienced when you go to bed at a later than normal hour. Travel in the eastward direction on the other hand is much more disruptive to our physiological timekeepers since our body's cyclic patterns are matched to the environment we departed from, rather than the destination we arrive at. The environment at our destination in this case frequently forces us to retire at an earlier than usual hour and the disruption of normal sleep until the early hours of our next morning.

Environment again imposes itself and we are normally called upon to get up and function following a very restless night with little or no sleep. Once disrupted, the rule of thumb suggests that it takes approximately one day at the new location for every time zone crossed to re-adjust our body clock to normal functions.

Travel is stressful by its very nature. Although modern transportation by air is rapid, it is not always comfortable. On a long trip, the limited space given for seating and the restricted area available for movement often leads to a cramped feeling. Additionally, the food served on an aeroplane often has a high fat content and the relative humidity of the aeroplane cabin is kept extremely low. These factors frequently result in many individuals arriving at their destination in a fatigued, stressed state.

The most influential of all time cues responsible for fine adjustment of our biological clock is the photoperiod (i.e. the light/dark cycle). The greater the exposure to the light/dark cycle at your destination, the better. In this way, you will promote the most rapid re-adjustment of your normal rhythms that is possible and this will help you to reduce the severity and duration of jet lag.

At your destination, do not stay locked in a room. If you arrive in the morning, unpack, sleep for an hour and get out into the sunshine it is very important that you get out into natural light (and not be in artificial light indoors) in order to re-establish your normal daily rhythms.

Try to live by the clock and try to reduce your anxiety levels through whatever relaxation “therapy” which works for you.



BRITISH COLUMBIA

Epitome of BEAUTY

Delve into the magnificence of British Columbia with its splendid mountains, untouched pristine beauty and not to mention hundreds of tranquil islands. *Tripti Chakravorty* takes you through as brief preview of the province.



Lake O'Hara, Yoho National Park.

British Columbia (BC) is the western-most and third-largest province of Canada having varied natural beauty. Its land mass stretches from the Pacific Ocean eastwards to the province of Alberta, and from the US border in the north to the Yukon and Northwest Territories. With beaches, year-round skiing, world-class fishing and a wealth of outdoor activities, it is truly a paradise on Earth. It appeals as a vacation destination for the most discerning traveler as it has abundance coastal scenery and stretches of snow-capped peaks to gap at. Some of the popular sports are fishing, golfing, kayaking, rafting, and skiing.

Most of BC's population are found in the two coastal cities, namely Vancouver which embraces large ethnic communities, and Victoria, the provincial capital, characteristic of 19th century brick and well-tended gardens. BC is witness to dramatic changes in its province's. First Nation people comprising Haida, Kwakiutl, Nootka, Salish and others, who occupied the land for more than 12,000 years, before the Europeans arrived. Thereafter came a new era of native self-government. Change has been reflected in its traditional industries namely forestry, fishing, and mining and an increasing reliance on tourism.

Whistler and **Blackcomb** are the two largest ski mountains and have come to be the top ski destinations. Another attraction **The Inside Passage**, is a sheltered marine highway along the green-and-blue-shaded BC coast. BC ferries offers summer-only service which travels up the Inside Passage.

DISCOVERING COASTAL BEAUTY

The **Queen Charlotte Islands** have been called Canadian Galápagos harbours subspecies of wildlife found nowhere else in the world. The 1,470-square-km **Gwaii Haanas National park Reserve/Haida Heritage Site** is typical of unique flora and fauna and many historic and cultural sites. On the southeastern coast, the **Haida Gwaii Museum** has an impressive display of totem poles, masks and carvings of silver and argillite. **Naikoon Provincial Park** is the northeast corner of Graham island and it preserves dramatic sand dunes, pines and cedar forests, lakes, and wildlife.

PLACES OF TOURIST INTERESTS

Hazelton is rich in the cultures of Gitksan and Wet'suwet'en people. The 'Ksan Historical Village and Museum' is a recreation of Gitksan village. As history has



it, the frontiersmen traveled in search of gold in the 19th and early 20th centuries and so **Gold Rush Trail** spans through Quesnel, Williams Lake, Wells, Barkerville, and Cache Creek, and along the Fraser Canyon. Many communities have historic sites that help tell the story of the gold-rush era. The city of **Nelson** with Victorian architecture, lake and mountain setting, and college-town ambience, is one of British Columbia's most attractive towns.

VANCOUVER

Vancouver is a unique metropolis having something for everyone and is packed with world-class restaurants, steeped in rich history, bustling nightlife, outdoor pleasures against a breathtaking natural backdrop.

MUST-SEES

Dr. Sun Yat-Sen Classical Chinese Garden is the first authentic Ming Dynasty-style garden outside China. It incorporates design elements and traditional materials from several of Suzhou's centuries-old private gardens. For some leisure visitors can take a chance at the 50-metre long **Second Beach** (165-foot) pool with lifeguards and water slides. For children and natural-history buffs there is an excellent research and educational facility called the **Vancouver Aquarium Marine Science**. The place has the typical setting of the Amazon rain-forest, underwater life, Canadian Arctic, and the tropics. The British Columbia's Department of Anthropology, is a museum of world's leading collection of Pacific Northwest First Nations art. A sky ride on North America's largest aerial tramway gives a view of the sea and the famous Grouse Mountains.

VICTORIA

Victoria is the capital city of British Columbia and has the first European settlement of the province. It has since evolved into a walk-able, livable seaside town of gardens, waterfront pathways, and restored 19th-century architecture. The city is considered to be the country's most British city. The city is a typical case of a blending of history and modern civilizations.

MUST-SEES

The **Legislative Buildings** are the typical stone structures from where the province is ruled. The

best attraction of the city is the **Royal British Columbia Museum**, where the First Peoples exhibits on display include daily life, art culture and mythology.

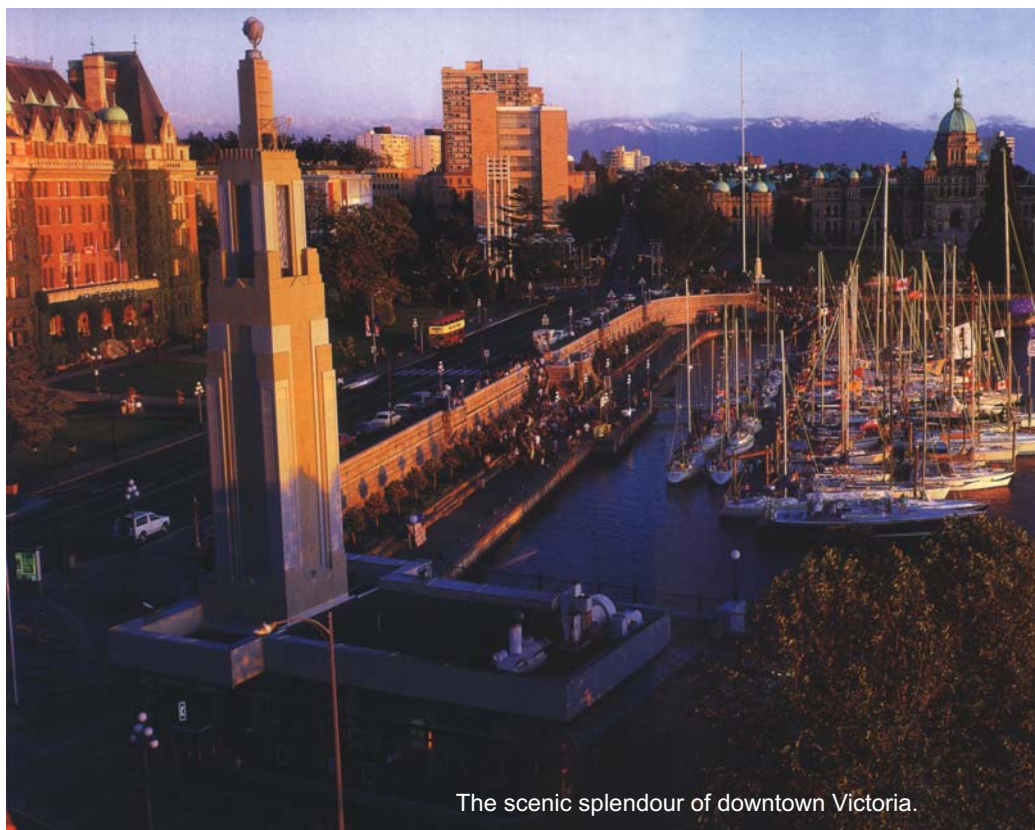
For outdoor activities the most discerning traveler can indulge in canoeing and kayaking, fishing, hiking, and whale-watching.

ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA (ATBC)

ATBC is an organization that promotes the growth and sustainability of a culturally rich Aboriginal tourism industry within the province. It is made up of aboriginal tourism operators, advisors and developers from all regions of British Columbia. As part of their mandate the organization promotes the authenticity and integrity of First Nations. ATBC holds a major part of the tourism in British Columbia.

Cultural tourism and eco-tourism are new industries from where social and economic benefits can be derived. Membership from band level operators, consultants and entrepreneurs, help in all aspects of the tourism industry.

ATBC and the many different Aboriginal groups basically endeavour to bring to the world rich way of life with the rest of the world.



The scenic splendour of downtown Victoria.



ALBERTA TOURISM

- A Fresh Perspective

Tourism is one of the largest industry in the province of Alberta. Nature's ample bounties, an efficient service sector and a good private sector and government partnership have been the main reasons behind the upsurge of this sector in the region. Tripti Chakravorty helps you catch the facts threadbare.

The success of any industrial sector can never be possible unless facilitated by conscious and aware governing bodies. Alberta Economic Development's Tourism Development Branch, realizing the tremendous business potentials that can be exploited by entrepreneurial experience, offers a variety of services to the investors to help them invest in tourism sector. It helps them by matching their interests with investing opportunities, carrying out business searches and giving to them the relevant information regarding products.

The strong and multi faceted economy of Alberta, coupled with a tax structure that matches international standards of competition, a good infrastructure, access to the North American market, skilled work force, an aware government and ample natural resources, act as pillars to the tourism industry in Canada. Authorities in Alberta have already prioritized seven strategic areas to focus over a three year period with regard to tourism, which include generating greater destination awareness, product positioning, consolidating support for marketing tourism in Alberta.

However, there are some trends emerging in the present that are likely to become strong in the coming future and could have a strong impact on the industry. Demographically speaking, possibility of people from the developed nations, falling between the age group 55-75 years, as travelers is strong. As baby boomers mature, vacation needs arise. Consumer attitudes are also showing marked shifts. Society, under the pressure of time factor, is looking for shorter vacations. Travelers opt for experiences diverse and unique. There is greater acceptance of other cultures. Larger groups are giving way to smaller ones and organized travel is being preferred to random ones. Moreover, travel is looked upon now as a way to carve fresh human relationships.

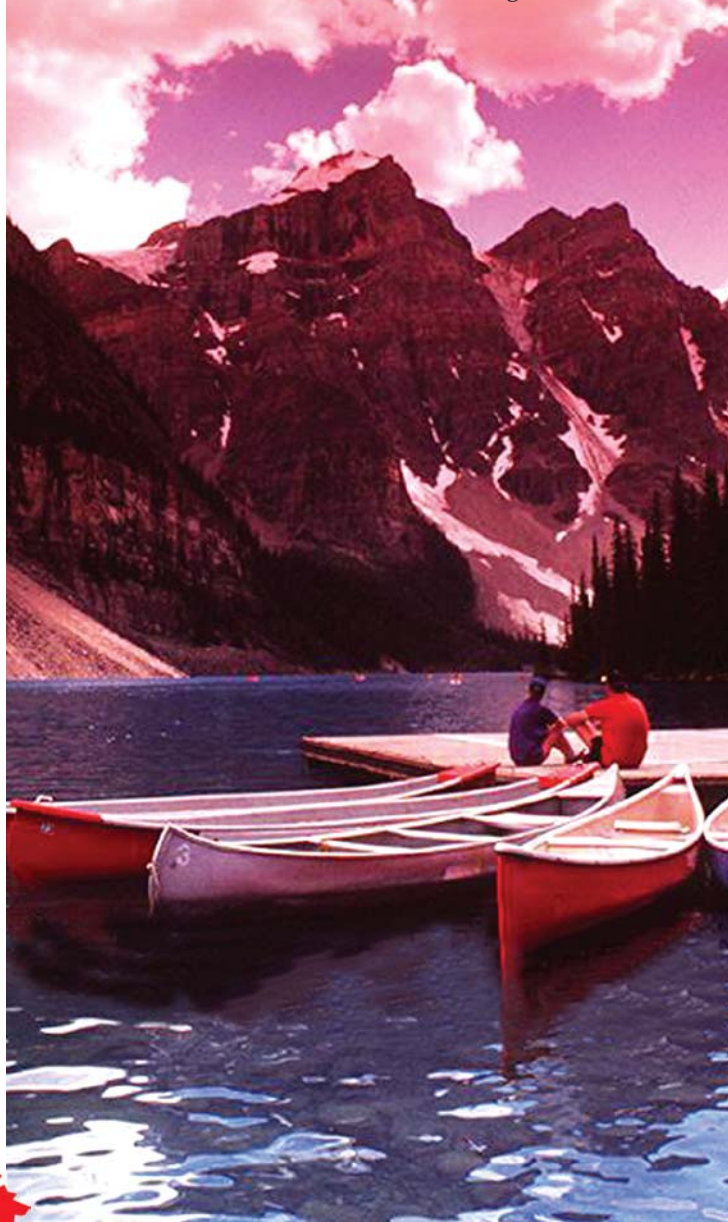
While all the above mentioned trends are harbingers of positivism, certain trends could also be disturbing. Financing or funding of tourism businesses will come under some pressure especially with regard to public facilities or attractions that have hitherto been enjoying government subsidies.

Certain shifts in the industry can have mixed impact for eg.

the increasing need for supplying more personnel or globally established brands offering a tough competition to the small operators. Use of the electronic technology and the Internet will be fuelled and firms receptive to changing human needs will find opportunities abounding. At the same time any fresh development will have to keep in mind that no harm is done to the ecology and sensitivity to the environment is retained.

Rising emphasis on more knowledge about the original inhabitants of any place is a new trend that can be discerned. People want to have vacations that are enriching not only entertainment wise but also health wise.

Alberta tourism operations are handled by some bodies like the STMC (Strategic Tourism Marketing Council), Travel Alberta Secretariat, Travel Alberta International Inc. Of these the Travel Alberta International Inc is the largest with manifold responsibilities and sub-divisions. Its official Intranet website is www.tourismtogether.com.





Check out what's happening in **CANADIAN TOURISM!!!**

Canadian Ski industry shows great prospects for 2004

Though most Canadians are affected by the nationwide cold snap, officials of ski resorts definitely welcome it, predicting 2004 to be a great winter season for all ski resorts across Canada.

In Ontario, temperatures dropped to an all time low for snowmaking, in the face of a heavy snowfall in the region according to Bruce Haynes, executive director of the Ontario Snow Resorts Association. In western Canada, ski and snowboard slopes are experiencing one of the best seasons till date, especially British Columbia's Whistler/Blackcomb area being ranked among the top five snowiest Decembers in the last 20 years. Similar positive reports are coming in from ski areas in

interior B.C., Alberta, Saskatchewan and Manitoba.

Canadian ski resorts have also been investing in their products to the tune of millions of dollars in improvements. For example Ontario's Horseshoe Resort has installed a new quad chairlift. Mount St. Louis Moonstone has spent more than \$2 million on upgrades, on a major renovation of its Moonstone Lodge, the addition of two Olympic standard super pipes and a second magic carpet for beginners, while Blue Mountain has installed a new six-person high-speed lift, its third six-person chair. In Quebec, Mont-Sainte-Anne cut 20 new acres of glade skiing. Stoneham has added several new rails and obstacles to its snow park. Sutton has opened a new 6,000 sq.ft. sports experts store. Tremblant has added two new trails to its north side, increasing terrain to 625.5 total acres. Le Massif has introduced a new freestyle terrain park. Mont Orford has installed its \$6.5-million HybrideXpress lift that's a combination of a chairlift and gondola to name a few.

Shrinking of international travel decline ends in November

A decline in total overnight international travel to Canada for five consecutive months had shown a reversal in November 2003, falling 10.0 per cent when compared to the same month last year. Results published by Statistics Canada suggest that inbound travel volumes remained low for the tenth consecutive month, reaching below 874,000 international overnight trips to Canada in November 2003. Although the year started on a positive note, total year-to-date figures for 2003 (-13.4%) over the first eleven months of 2002, indicate this momentum was affected by the effects of the SARS outbreak, tensions in the Middle East, and prolonged world economic slowdown. All overseas regions





registered declines with the exception of South America (+19.1%). This positive result is attributable to a 98 per cent increase in the number of travellers from Brazil, the third consecutive monthly double-digit rise from this developing market.

During November 2003, Canadian overnight outbound travel recorded a 12.6 per cent increase when compared to November 2002, reaching almost 1.3 million trips. This November volume is the highest since 2001 when Canadians made 1.0 million outbound trips. The number of Canadian tourists returning from the US was up 9.7 per cent while travel to overseas destinations increased by 20.6 per cent, reaching over 358,000 trips.

Better tourism numbers in third quarter reports Statscan

Tourism spending rose by 1.5 per cent in the third quarter of 2003, which suggested an improvement over a 4.2 per cent fall experienced during the second quarter as a result of the outbreak of SARS reported by Statistics Canada. However, the rebound was driven by international visitor spending as more Canadians headed out of the country. The recent spate of forest fires in British Columbia, along with the blackout in Ontario have slowed down spending. Spending by visitors to Canada was up by 4.4 per cent in the third quarter of last year, following a 13 per cent drop in the second quarter. Visitor numbers were also up by 2.4 per cent. Domestic tourism spending grew by just 0.2 per cent as Canadians spent more touring abroad. Outbound numbers were up by 6.8 per cent after a drop of 5.8 per cent in the second quarter. As for air transportation, spending was up by 3.3 per cent in the third quarter as a result of increased travel abroad by Canadians and increased international travel to Canada. Spending on accommodation grew by 2.2 per cent.



The tourism industry also outpaced the business sector during the third quarter. The number of tourism jobs grew by 0.6 per cent, with the accommodation industry leading with a 1.1 per cent increase following declines in the first and second quarters.

Strong economy, a vital ingredient for a turnaround in 2004: AMEX

The combination of declining travel costs and a strong economy should help the travel industry "turn the





corner" in 2004, was the message from American Express Consulting in its latest Trends and Forecasts for the Canadian Business Travel Industry. According to the report, travel costs for Canadian companies will decrease as much as two per cent in 2004 as the economy gains strength and the effects of increased competition continue to put pressure on prices, particularly for air travel. The forecast expects the biggest price decline to be seen in domestic air prices, predicting that they will drop from five per cent to six percent this year.

The greater availability of low fare options and increased competition from low cost carriers would go a long way in helping the industry. Besides, domestic airfares make up 40 per cent of air travel expenses on an average for Canadian companies, which is an added benefit. Trans border, the forecast suggests, airfares on the international scene are likely to rise between one and two per cent. At Amex, corporate bookings have increased anywhere from 10 per cent to 25 per cent in each of the last three months. Frank Schnur, vice president of American Express Consulting, has predicted price decreases, and the impact that recent events in the travel industry have not deterred corporate travel, which still remains big business with total business travel spending by Canadian companies likely to

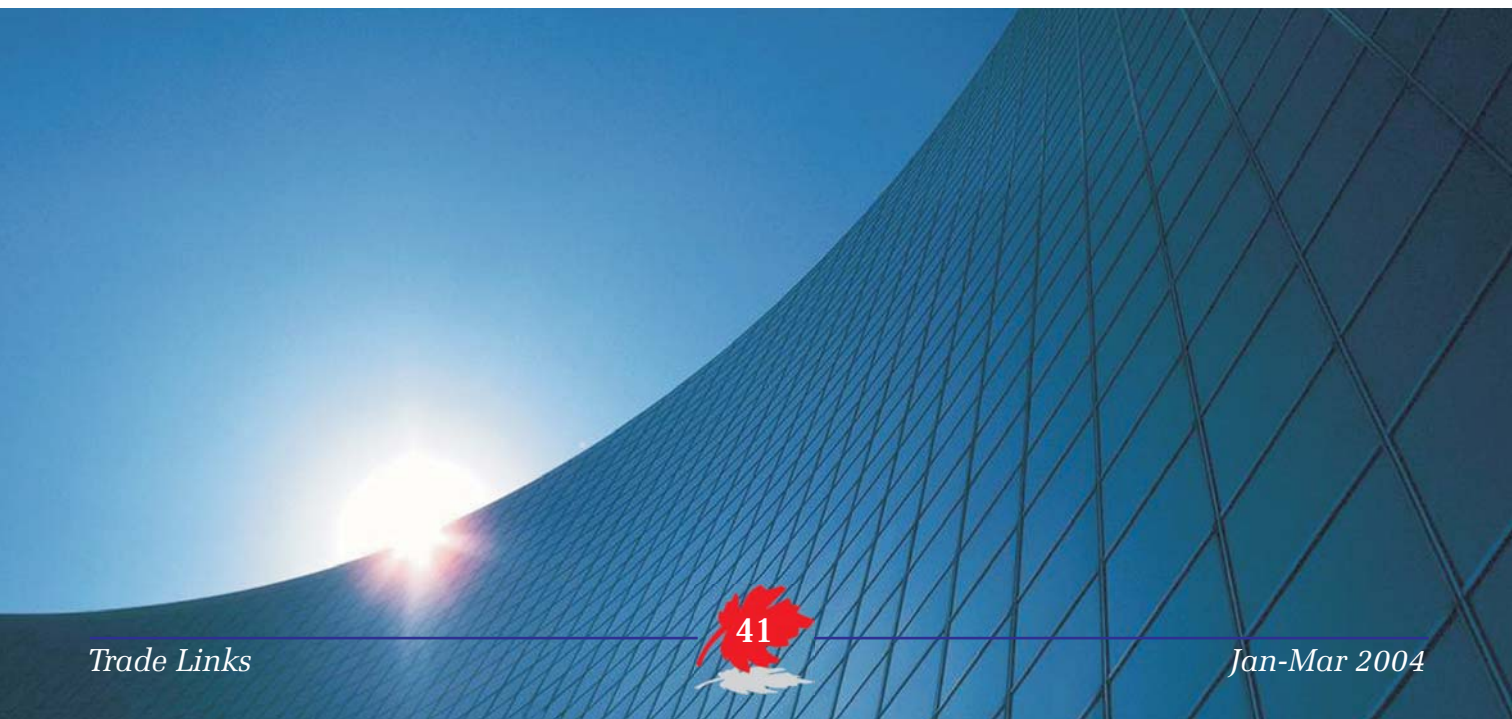
top \$9 billion in 2004.

It has also been big business for low cost carriers, as businesses increasingly demand simplified airfares. The Amex forecast estimates that 30 per cent of all business travel air spending in 2003 was on discount airlines, which is up from 24 per cent in 2002 and less than 10 per cent in 2001. Low cost carriers play a much more important role in Canadian business travel and have the highest market share of

any market worldwide. Schnur says, those carriers have certainly had an impact on Air Canada, as a result of new pricing structure last year that offered lower fare options. In 2004 and 2005, it's expected that no-frills carriers will maintain a 25 per cent to 30 per cent share of domestic air spending.

Proposals invited for new tourism products

The Canadian Tourism Commission (CTC) is inviting proposals for the creation of new or enhanced market-ready tourism products in Canada under the Product Club Program. This will bring to fore new market trends, trade, marketing and sales linkages. The entire program is being examined to determine the return on investment (value for dollar) over the last seven years, as well as a review of some program features and processes. Initially an executive summary is to be submitted as a first level of screening. Successful candidates at this stage will then be asked to submit the 5-year business plan from which new product clubs will be selected. There have been 44 CTC product clubs created (as of January, 2004), of which 33 have "graduated" from the program. Twenty-eight of these continue to operate.





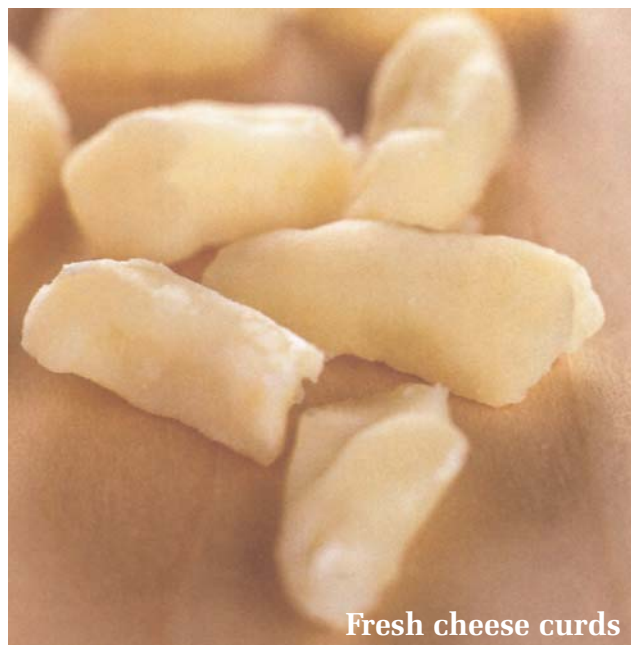
Say CHEESE

*Québec has earned the reputation of being one of the rarest cities in the world. The contribution of natural beauty in making it so popular is not less. However, it is the great variety of cheese found here that make it so remarkable indeed. In the account below, **Shruti Sinha**, reports on some of the most delicious cheese found in the region that have lent to Québec a flavour of its own.*

One of the most passionate of all staple food items, cheese inspires a great enigma around it. Québec has acquired the rare distinction of being one of the best cheese producers, not just in Canada, but also the world over. This has made it top the charts of the most favoured tourist destinations.

While in the rest of the world, increasing modernization and industrialization of cheese production has interfered with the variety in the taste of cheese, this is not to be found in Québec. Here the respect for the traditional or artisanal ways of making cheese remain still in vogue but as these raw milk cheese cannot travel well, though they are delicious and safe to have, travel to Québec is a must if one wants to taste the splendour that cheese espouses.

Among the cheese makers, the name of Saputo cheese



Fresh cheese curds

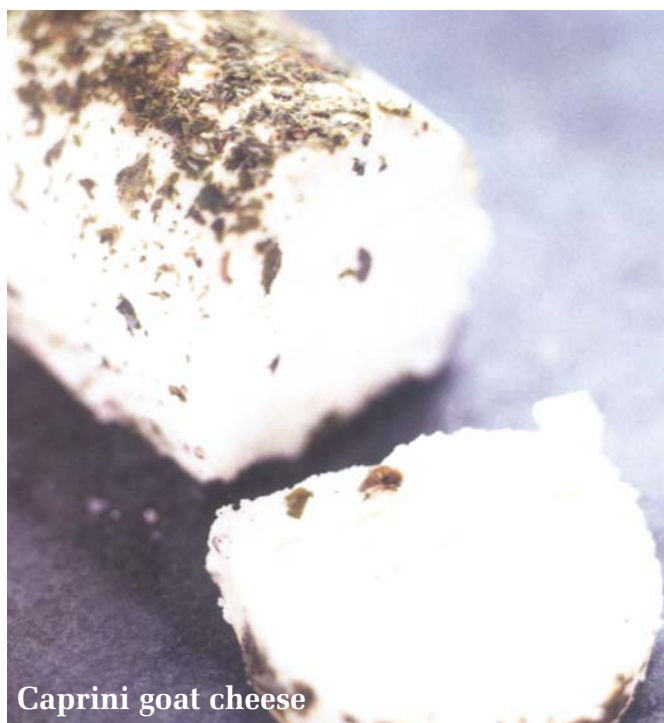
factory looms large. Starting from the sharp cheddar cheese “brick”, the company expanded to producing forty different varieties namely, Camambert, Belle Crème, Le baron (a soft Nufchatel variety), a brie and a blue brie called BleuBry, Caprano, Swedish style Havarti, and an Arabic style string cheese. With total production touching 3000 metric tonnes of cheese, director Reine Cayer looks forward to further expansion and personally prefers the brie variety.

For cheese maker Justin Roy, known well for maple-wood-smoked cheddar, it was the over whelming demand for the product that made him expand his business and today his company is a haunt for many Québecois, who want to take bagfuls of cheese curds home.

Maurice Dufour produces two of the most exquisite varieties of cheese: the Migneron de Charlevoix, which won the Grand Prix this year and Ciel Bleu, butterlike spreading cheese. The Migneron is used for a wide variety of preparations. For, production here, milk comes from the local countryside. Although a substantial quantity is produced at Maison d’Affinage, but owing to the demand, it seems far from being enough.

In the Abbey of St Benoit-du-Lac, some of the most sublime cheeses of the area are produced, namely the Ermite Bleu and St. Augustin.

The various cheese named above are just a miniscule of the larger section of cheese that Québec goes in to production. Words can never do justice to the aura that surrounds this golden chunk, which comes in a plethora of shapes, sizes and flavours... so a visit to this land becomes imperative if you want to taste the wonder that cheese beholdsflavours original and tantalizing!



Caprini goat cheese



EXIM POLICY Initiatives to Make India a **GLOBAL HUB** for **QUALITY GOODS & SERVICES**

The Directorate General of Foreign Trade (DGFT), Department of Commerce, through a series of measures announced on January 28, 2004, aimed at fine-tuning the 2002-07 EXIM Policy so as to consolidate and accelerate incremental growth rate of exports and make India a manufacturing hub for producing quality goods and services. These path-breaking EXIM facilitation initiatives coupled with the ballooning foreign exchange reserves, up-gradation of India's international credit rating and the increasing confidence of the international markets in the Indian economy will not only enhance international competitiveness and acceptability of Indian exports but also lead to focused international investment in areas of India's core competence. The salient features are:

- Allowing Capital Goods (CG) imports, based on a Chartered Engineer's certificate for establishing nexus with the export product under Export Promotion Capital Goods (EPCG) scheme without the need for an examination by an Expert Committee.
- Permitting exports of alternate products and services made by Group Companies for the purpose of discharge of export obligation under EPCG scheme will help create additional export markets, enhance operational efficiency of the exporting community, remove procedural impediments and help expand the manufacturing base in the country.
- Re-determination of Export Obligation of the past EPCG licences on the principle of 8 times the duty saved instead of 5 times the CIF value, will go a long way in correcting the distortion of the past EPCG licence holders vis-à-vis the licensees under the present liberalised Policy.
- Import of spare refractories, catalyst and consumables under EPCG has also been allowed.
- Duty free fuel will be allowed to be imported with actual user condition under Duty Free Replenishment Certificate (DFRC) scheme to offset the high power costs faced by the manufacturing industry.



- Extension of new benefits relating to Advance Licence for intermediate supplies under Duty Free Replenishment Certificate (DFRC) scheme, facility of grant of export obligation period extension and revalidation facility for Advance Licence for annual requirements being availed by Status Holders, reduction in payment of composition fee for extension of Export Obligation & linking it to duty saved amount and re-introduction of Advance Licence for free of cost material will go a long way in meeting the demands of the industry.
- Some of the procedural bottlenecks relating to 'deemed exports' benefits have been removed through procedural simplifications. Deemed export benefits for items attracting zero percent basic customs duty shall be granted.
- Deemed export facility shall also be extended to Fertiliser & Refinery projects spilled over from 8th and 9th Plan periods.
- Fixation of Drawback brand rates for deemed exports has been decentralised and delegated to DGFT regional offices in a bid to reduce transaction costs.
- Equity base of ECGC is being raised from Rs 500 crores to Rs 800 crores to help the Indian exporters in better risk management.



- In addition, to underwrite high value projects being implemented by Indian companies abroad, a National Export Insurance Account is being created for ECGC. Details are being worked out in consultation with Ministry of Finance.

- A Gold Card Scheme for credit worthy exporters with good track record is also being finalized by RBI to enable them to obtain export credit without difficulty. This would ensure easy availability of export credit to Indian exporters at best terms and enhance the competitiveness of Indian goods and services.

- Rupee payments received for Port handling services shall be counted for discharge of export obligation under EPCG scheme to promote export related infrastructure.

- Import of prototypes shall be also allowed to actual users for R & D purposes without any limit (presently restricted to 10 Nos. per annum). Annual ceiling on export of gifts has been raised from Rs one lakh to Rs five lakhs.

- The government has also liberalised the import of gold and silver in a significant move. This will provide freedom to procure inputs by jewellery exporters and add to the cost competitiveness of the Indian jewellery exports.

- Non tariff barriers applicable on imports for export production have also been rationalised for food & textile items.

- Increased focus has also been made on procedural simplification by introducing e-Commerce initiatives like Digital Signature, Electronic Fund Transfer & Message exchange with community partners like customs, banks etc. All these will not only reduce transaction costs for the exporting community but also impart greater transparency and reduce discretion while availing various benefits under the EXIM Policy.

HIGHLIGHTS OF EXIM FACILITATION MEASURES EXIM POLICY 2003-2004

Promotional measures

To promote export related infrastructure, rupee payments received for port handling services admissible for discharge of export obligation under EPCG

To boost R & D activity, import of prototypes shall be allowed to actual users without any limit (presently restricted to 10 nos. per annum)

Boost to Tourism

Heritage hotels, 1 and 2 star hotels and stand alone restaurants have been extended the benefits of duty free imports admissible to tourism sector.

Import of all kinds of capital goods including office and professional equipment allowed under the Duty Free Entitlement scheme. However, import of agriculture/dairy

products and cars shall not be permitted.

Duty Free Entitlement Certificate scheme liberalized

Duty Exemption Scheme

To offset the high power costs faced by the manufacturing industry, duty free fuel shall be allowed to be imported with actual user condition under DFRC.

Sensitive list under DFRC pruned down with downward revision of custom duties.

Payment of composition fee for extension of export obligation reduced and linked to duty saved amount.

EPCG

NEXUS procedure done away with.

Flexibility to discharge the export obligation not only from export of alternative products manufactured or services rendered by the firm but the scope extended to include exports of products/services by group companies also.

Refixation of export obligation of past EPCG licences in line with present policy i.e. EO to be 8 times the duty saved (instead of 5 times the CIF value).

Deemed Exports

Deemed export facility extended for items having zero% basic customs duty.

Deemed export facility extended to fertiliser & refinery projects spilled over from 8th and 9th Plan periods.

Removal of Quantitative Restrictions

Imports allowed freely for gold and silver

Technical Regulations on Imports

Technical regulations applicable on imports for export production rationalised for food & textile items.

BIS Mandatory Quality Certification scheme on imports amended for importers having captive consumption and in-house testing facilities.

Project Exports

Equity base of ECGC being raised from Rs 500 crores to Rs 800 crores for a better risk management of Indian exporters.

National Export Insurance Account being created for ECGC to underwrite high value projects implemented by Indian companies abroad. Details will be worked out in consultation with Ministry of Finance.

Gold Card Scheme for credit worthy exporters with good track record for easy availability of export credit on best terms being worked out by RBI.



'Vast Unexplored Potential in Animation Industry'

NASSCOM

The next best thing after outsourcing to happen to India is the animation. India is all out to capitalize on this and make a mark on the global animation industry. A report by NASSCOM



India's outsourcing foray has engaged the animation industry too. Needless would be the mention of India's economical costs. This has all happened with local animation design studios gradually acquiring skill-sets to contest the high potential global market, thereby instituting their qualifications overseas. This endeavor still hovers in the nascent stage and will take great commitments and persistence to make a mark.

One of the leading players, Kerala-based Toonz Animation India, has emerged well with an investment of \$7 million in 1999. The areas that the company focuses in developing



are its own cartoon animation, skits, serials and full-length feature films for the export market. Besides, Toonz is in a co-production deal with the Britain-based Tree House Production for a fun animation series.

India is poised well with the right factor to become a global powerhouse in animation outsourcing. Commenting further, he said that Indian animation companies have the raw talent,

ingenuity, cultural heritage, language, low labor rates and entrepreneurial spirit in making them successful. India's most arresting feature is the low cost and language advantage over the other numerous competing countries said Mr. Kumar.

According to an animatronics industry report, Indian costs are the lowest, as weighed against the rates from USA, Canada, South Korea and the Philippines, which are the major global centers for animation production. The rates for production of a half-hour television animation programme is around \$2,50,000-4,00,000 in the USA and Canada while in India it is \$60,000.

The total animation production by Indian companies is

expected to rise from \$ 600 million in 2001 to \$1.5 billion by 2005, while the total global animation production is expected to be \$51.7 billion. According to National Association of Software and Services Companies (NASSCOM), Indian animation producers are far from the global animation production mark.

Indian animation market includes multiple players such as Crest Communications, UTV Toons, Pentamedia Graphics, Padmalaya Telefilms, Moving Pictures and Toonz Animation. The animation studios are catering to the segments such as feature films, television programmes, advertisements and computer games.

Currently, Indian animation players are predominantly undertaking assignments from overseas television programme production companies with a relatively low penetration in areas such as feature film production and gaming. "Trends in the global animation market shows increasingly companies are outsourcing their requirements to markets such as Asia Pacific," says Alice Manuel, head (production) of Escotoonz, an arm of New Delhi-based industrial group Escorts. Manuel says outsourcing is also happening because studios are coming up in developing markets that offer world-class infrastructure and quality processes to produce animation work that's delivered on time and within estimated cost. India is, however, up against substantial competition from countries within the Asia Pacific region such as the Philippines, Taiwan and South Korea that have been active in the animation production market for a longer period.

Source Nasscom



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