

# Final Report

**Premier's Mission to Asia  
February 5-12, 2002**

**Team Canada Mission to Russia and Germany  
February 13-23, 2002**

## **Overview:**

Premier Klein undertook an 18-day mission in February 2002. The mission started in Japan and Hong Kong. The Premier then joined the Team Canada trade and investment mission to Russia and Germany. The Premier had specific priorities in each country but, overall, the objective of the mission was to promote trade and investment opportunities to key government and business decision-makers.

Highlights of the mission included: meeting with Russian President Vladimir Putin and German Chancellor Gerhard Schröder, opening Alberta's new trade office in Germany, meeting more than 20 Japanese companies at a dinner hosted by Canada's Ambassador to Japan, witnessing six Alberta companies signing agreements in Russia worth \$69 million, signing a cooperation agreement with the German region of Saxony, and joining the Calgary Stampede Association to promote Alberta tourism in Hong Kong.

## **Mission Objectives:**

The mission focused on the following objectives:

### Overall

1. Showcasing Alberta's wealth of trade and investment opportunities, natural attractions, and quality of life.
2. Demonstrating that Alberta, as part of the NAFTA, serves as a very effective entrée to the US market for both investors and exporters, and that cross-border access will remain open and secure
3. Profiling Alberta's historical linkages and longstanding commitment to relations with each country.

### Japan

1. Reinforcing, with long-time customers, Alberta's reputation as a secure and reliable supplier of products and services to the Japanese market.
2. Cultivating new trade and investment interest in Alberta in areas such as food products, energy, building products and educational services.
3. Reiterating Alberta's ongoing commitment to Japan and confidence in its economic future, as exemplified by the Alberta Japan Office's 32<sup>nd</sup> year of operation.

### Hong Kong

1. Promoting the Calgary Stampede and Alberta's broader tourism destinations, building on the impact made during the 2001 mission to Hong Kong.

2. Renewing contact with leading members of Hong Kong's investment community.
3. Building on the strong ties Alberta's Chinese Canadian community and the Alberta Hong Kong Office have established with the Hong Kong business sector.

#### Russia

1. Convincing Russian energy decision-makers that Alberta can play a key role in supplying critical oil and gas technology and services, particularly as it relates to Alberta's world-class cold-weather technology.
2. Showcasing Alberta as the Canadian province with the longest-standing track record in Russia, in areas such as energy, federalism, agriculture and regional ties.
3. Revitalizing Alberta's twinning relationships with three regions in Russia's oil and gas rich Western Siberia.

#### Germany

1. Building on the inroads made by Alberta's participation in the Hannover World's Fair and by Edmonton's "Project Germany."
2. Demonstrating Alberta's commitment to the German market, and renewed interest in Europe, through the opening of the Alberta trade office in Munich and cooperation agreement with Saxony.
3. Highlighting Alberta investment attractions, impressive economic performance and appealing quality of life to German business leaders looking for new opportunities.
4. Profiling Alberta's strong German-Canadian community and its potential for strengthening economic and cultural ties between Germany and Alberta.

### **Mission Results:**

#### Japan (February 5-9)

In Tokyo, Canada's Ambassador to Japan, Robert Wright, hosted a dinner with nearly two-dozen Japanese companies and organizations who have connections with Alberta or who are interested in investing in the province. The Premier delivered the messages that the Japanese market remains a priority, that Alberta's economy continues to be strong and that the province is a secure and reliable strategic connection to US markets.

The Premier also had individual meetings with officials of Sekisui Homes, Nippon Fine Chemical, Nippon Mitsubishi Oil Corporation, and Itoen, all of whom have established business connections with Alberta. In addition, the Premier met with the Japan Foundation, which has long supported Japanese education in Alberta. The Premier discussed the possibility of the Foundation helping support centennial cultural exhibits or exchanges in Alberta.

The Premier spoke to the Canadian Chamber of Commerce in Japan and provided details about Alberta's recent economic accomplishments—including Alberta cities being among the most cost competitive cities in the world for doing business—and the continued priority that Alberta places on trade and investment with Japan. He emphasized that Alberta has weathered the world economic downturn following the September 11 terrorist attacks and is solidly positioned for the future. As well, he highlighted that Alberta is a safe, secure, and reliable connection to US markets.

#### Hong Kong (February 10-12)

In Hong Kong, the Premier had individual meetings with Hutchison Whampoa and Cathay Pacific Airways. During these meetings, he highlighted Alberta's recent economic accomplishments, the continued priority that Alberta places on trade and investment with Hong Kong, and that Alberta continues to be an excellent place for both investment and tourism.

The Premier also took part—along with a large Alberta business delegation—in a Stampede pancake breakfast and the Chinese New Year parade to help generate tourism interest in Alberta. The Calgary Stampede Association, Travel Alberta, the Hong Kong Tourism Board, the Mayor of Calgary and many other organizations were valuable contributors to these events. Hong Kong is a major source of tourism for Alberta. Approximately 137,000 tourists from Hong Kong visited Canada in 2000 and spent about \$135 million. An estimated 34,000 of these tourists visited Alberta.

#### Team Canada: Russia (February 13-17)

Along with the Prime Minister and other Premiers, Premier Klein met with Russia's President, Vladimir Putin, and Russia's Prime Minister, Mikhail Kasyanov (who has been to Alberta a number of times). These meetings were an opportunity to deliver the message that Alberta is well positioned to partner with Russia in oil and gas development, cold weather technology, and development of efficient regulatory systems.

The Premier further emphasized this message in a meeting with Governors and Vice-Governors of Alberta's three sister provinces in Western Siberia (Khanti-Mansii, Yamal-Nenets, and Tyumen). This meeting was a good opportunity to explore ways to expand Alberta's long-established connections with this region in oil and gas development, educational partnerships, and other areas.

The Premier joined a number of other top Russian leaders, including three former Russian Prime Ministers, Michael Gorbachev, the head of Russia's central bank, assorted Cabinet members and 30 other Russian governors at a 1,000 guest luncheon. The luncheon took place in the hockey arena where the 1972 Canada-Russia Series took place.

The Russia portion of Team Canada provided Alberta participants with numerous opportunities to gain more knowledge about Russia and its current pace of economic and regulatory reform. Six Alberta companies signed agreements in Russia worth \$69 million.

#### Team Canada: Germany (February 18-23)

Premier Klein had meetings with several top German leaders, including Chancellor Gerhardt Schroeder, the Minister-President of Saxony, the President of the Bavarian Parliament, and the Minister-President of Bavaria.

In Munich, Premier Klein opened the new Alberta Office in Germany. Co-located within the Canadian Consulate, the trade office will assist Alberta companies in doing business in Germany and work to attract German investment to the province.

In Berlin, the Premier signed a cooperation agreement with the region of Saxony, one of the regions of the former East Germany. The agreement commits Alberta and Saxony to explore avenues of mutual benefit in areas such as economic development, scientific research, educational exchanges, and tourism promotion.

The Premier delivered Alberta's contribution to a time capsule as part of a groundbreaking ceremony for the new Canadian Chancery Site in Berlin. Participants in the Team Canada mission also viewed the New Jewish Museum of Berlin and took part in a wreath-laying ceremony at the Commonwealth War Graves Cemetery.

The University of Alberta signed an agreement with JPK Instruments AG of Berlin to develop the prototype for an innovative microscopy tool intended for use in nanotechnology. Concordia University College signed an agreement with the University of Hamburg to undertake exchanges and joint research. Avmax Group Inc. signed an agreement with Rheinland Air Services of Germany to jointly develop a regional aircraft line and a joint maintenance and parts distribution center.

The Germany portion of Team Canada provided Alberta participants with numerous opportunities to learn more about Germany and to profile Alberta as an ideal location for German investment.

**Delegation:**

- Ralph Klein, Premier of Alberta
- Colleen Klein, Premier's wife
- Jamie Davis, Premier's Office
- Mark Norris, Minister of Economic Development (Germany only)

**Alberta Companies on the Team Canada Mission: \***

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| <ul style="list-style-type: none"> <li>▪ Alberta Film Commission</li> <li>▪ Alberta Motion Picture Industry</li> <li>▪ AVMAX Group Incorporated</li> <li>▪ BDO Dunwoody LLP</li> <li>▪ BJ Services Company</li> <li>▪ Canada Mortgage and Housing Corporation</li> <li>▪ Canada North Projects Ltd.</li> <li>▪ Canam Services Inc.</li> <li>▪ CEP International Petroleum Ltd.</li> <li>▪ Canada Eurasia Energy and Investment Association</li> <li>▪ Concordia University College of Alberta</li> <li>▪ CONNEX International Inc.</li> <li>▪ Dan and Company International Ltd.</li> <li>▪ Economic Development Edmonton</li> </ul> | <ul style="list-style-type: none"> <li>▪ Enersul Limited Partnership</li> <li>▪ Evans Consoles Inc.</li> <li>▪ GKD Industries Ltd.</li> <li>▪ Hamdon Wellsite Solutions Ltd.</li> <li>▪ Hanover-Maloney Inc.</li> <li>▪ Intco Enterprises Ltd.</li> <li>▪ Jacques Cartier Clothes Inc.</li> <li>▪ Karvonen Films Ltd.</li> <li>▪ Macleod Dickson LLP</li> <li>▪ Nascor Incorporated</li> <li>▪ Northgate Industries Ltd.</li> <li>▪ PPM 2000 Inc.</li> <li>▪ RJZ Mining Corporation</li> <li>▪ SAP Canada Inc.</li> <li>▪ Selection Oil Limited</li> <li>▪ SNC Lavalin</li> <li>▪ Sprung Instant Structures Ltd.</li> <li>▪ Transera International Logistics Ltd.</li> <li>▪ University of Alberta</li> </ul> |
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\* Some participants were involved only in a portion of the mission.

**Expenses: \***

The official delegation incurred the following expenses (Cdn \$):

Hotels/Meals **:	\$11,400
Airfare:	\$19,524
<b>Total:</b>	<b>\$30,924</b>

\* Most of the costs of the Team Canada mission were paid by the federal government and are not included here. Minister Norris' costs are also not included.

\*\* Includes telephone charges and sundries.