

Cross-border Exchange 2003 coming up

Building partnerships in the medical industry

N IAGARA-ON-THE-LAKE, ONTARIO — May 15, 2003 — The Cross-border Exchange initiative has been fostering collaboration in the medical industry between Canada and the United States since 1996. Over 100 medical manufacturers, service firms and research institutions from both sides of the border attend each year to network, receive regulatory updates and, most importantly, find partners to sell their products and services to the rest of the world. Several alliances have been created over the years including Pharmax Ltd. of Toronto with STS DuoTek of Rochester, New York.

Market overview

The medical manufacturing industry includes firms that research, develop, and manufacture products for the prevention, diagnosis, treatment and cure of disease. It is divided into two broad categories: medical devices and pharmaceuticals.

A dynamic Canadian-American "medical corridor" is emerging in a region stretching from Toronto through to Buffalo and Rochester, New York. It is home to more than 800 medical research, manufacturing, pharmaceu-

tical and biotech firms, employing 250,000 people. According to the Federal Reserve Bank of New York's *The Regional Economy of Upstate New York* fall 2002 report on the medical manufacturing industry, "Upstate New York holds a strong position in U.S. medical manufacturing. If the region were a separate state, it would rank eighth nationally in medical equipment and supply employment and eleventh in pharmaceutical jobs."

Of the world's 50 largest pharmaceutical firms, 19 have either their world or U.S. headquarters in New York or New Jersey. Companies in both upstate New York and western Pennsylvania welcome interest from Canadian firms and look to strategic alliances as a means to grow globally. Core research is concentrated in drug discovery tools, medical devices and diagnostics, therapeutic strategies for neurological disorders and tissue and organ engineering, regenerative medicine and oncology.

Medical manufacturing is a technology-intensive, well-paying industry with promising long-term prospects. Upstate New York plays a significant and diverse role in the industry, with specializations in the manufacture of both medical devices and pharmaceuticals. The region has demonstrated a particularly strong position in medical devices and is among the top U.S. locations for this industry.

What to expect...

The Canadian Consulate General in Buffalo is co-sponsoring the event, along with the Association of Ontario Medical Manufacturers (AOMM), the

Health Care Industries Association of Upstate New York, Ontario Exports Inc., and Empire State Corporation.

The full-day program will include such topics as: emerging medical marketing and purchasing trends, bioterrorism, the aging population market, the U.S. Health Insurance Portability and Accountability Act requirements, a CEO panel on new millennium challenges, binational medical technology transfer and a regulatory update from the U.S. Food and Drug Administration.

For more information, contact Mary Mokka, Business Development Officer, Canadian Consulate General in Buffalo, tel.: **(716) 858-9556**, e-mail: mary.mokka@dfait-maeci.gc.ca or go to the AOMM Web site: www.aommcanada.com/cbe *

GSA Schedules program

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half of all the dollar volume of GSA Schedule contracts.

As GSA encourages teaming among GSA Schedule holders, this is the most effective means of meeting and partnering with existing GSA Schedule holders. Having a GSA Schedule contract award is only part of the process of becoming successful in this market. The real task is to market your offerings through your Schedule award to U.S. federal government buyers. Membership in the CGP goes a long way to helping you achieve sales.

To find out more about application forms and payment terms or how CCC can put the power of Canada behind your export sales, go to www.ccc.ca *

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Going Global Women Entrepreneurs in International Markets



Canadian businesswomen are enjoying immense success at home and abroad. Their companies are growing at unprecedented rates and they are competing with growing confidence and determination in the global marketplace. One of the key elements to their international success is the development of effective business relationships — Canadian women work hard at creating business linkages around the globe. Whether it is through participation in trade missions, connecting with business networks and associations, or being introduced to potential foreign partners by Canada's Trade Commissioners, Canadian businesswomen are establishing relationships to help them succeed in international markets.

The women featured in this supplement have shared their entrepreneurial stories, and offer knowledge and experiences that can help others to achieve their business goals. Their stories speak to the importance of networking and building on established contacts.

We encourage you to seek out the networks and programs highlighted in this supplement and to work with Team Canada Inc to define and achieve your international objectives. Our posts abroad offer six core services including: market prospects, key contacts, visit information, local company information, face-to-face briefings and troubleshooting. These services can help you to become successful around the world.

On the occasion of International Women's Day, please join me in celebrating the achievements of Canada's women entrepreneurs.

Pierre S. Pettigrew
Minister for International Trade