



**THE CANADIAN
TRADE COMMISSIONER
SERVICE**

GLOBE 2006: World marketplace for environmental innovation

Vancouver, March 29-31, 2006 > GLOBE 2006 is the ninth event in a series of trade fairs and conferences on the environmental sector. This bi-annual event brings together business leaders, policy makers and solutions providers to discuss trends and showcase technology solutions to the world's environmental problems.

Over 400 leading technology companies from around the world will present a wide range of environmental solutions including alternate energy sources, air quality management, climate change, green building products and technologies, sustainable construction, industrial and solid waste management, recycling, urban environmental management, fuel cell technologies, energy efficient vehicles and transportation.

With representatives from over 75 countries expected to attend, GLOBE 2006 provides an exceptional opportunity for export-ready Canadian companies in the environmental field looking to reach international markets.

The conference covers four major themes:

Corporate sustainability

Information and analysis on the trends, systems and tools that are driving competitiveness to the next level under tough accountability requirements, and increasing shareholder and consumer demands.

Energy and the environment

A comprehensive update on the global climate change agenda, creative solutions to increasing energy demand, new technologies, and how companies are seizing emerging business opportunities.

Finance and sustainability

Explore the relationship between sustainable development and finance, with a focus on clean technology investment, regulation and policy, capital markets and responsible investment strategies.

Building better cities

Leading planners, architects, urban design specialists and municipal leaders share how they are incorporating sustainability principles into the design and construction of buildings, urban transportation systems, and energy and water systems.

The Export Café at Globe 2006

International Trade Canada is once again hosting an Export Café at GLOBE 2006. The Export Café provides Canadian exporters with access to over 50 Canadian trade commissioners stationed around the world. Companies looking to export for the first time, enter new markets or establish strategic partnerships will have the opportunity to meet trade officers in small groups and in one-on-one discussions to explore international business opportunities.

For more information on the Export Café, or to register, contact Isabelle Therrien, Trade Commissioner, International Trade Canada, tel.: (613) 996-1758, email: isabelle.therrien@international.gc.ca, website: www.globe2006.com.

Canadian kitchen supplier - from page 1

Irpinia Kitchens Vice President Marcello Marcantonio says the Canadian government was critical in identifying the business opportunity. "There are a million companies out there," he says. "Without the support of the Consulate General and CMHC in bringing this prospect to the surface, we would never have known it was there."

Within three months, Irpinia had a deal to offer cabinets through Lee Lumber's Spaces & Views showrooms.

"Our role is to get the buyers and sellers together," says Trevor Smith, Business Development Officer at the Canadian Consulate General in Chicago.

A history of exports

Irpinia began shipping its goods to the U.S. in the late 1980s, and now credits about 80% of its annual sales to exports. The company continues to invest in infrastructure to meet the growing demand. In the past three and a half years, Irpinia has invested some \$10 million in a new 75,000-square-foot manufacturing facility and its related technology. Its custom cabinetry can now be finished using the precision of a robotic paint line. About five acres of its Richmond Hill site (located north of Toronto) have already been earmarked for expansion plans.

Barnes says that Irpinia's established reputation in the U.S. market helped the company earn the recommendation for the work.

"We looked at the product requirements and then identified the appropriate manufacturers," says Barnes. "Not only was there a fit with Irpinia's product but its commitment to the U.S. market has been exceptional." In Chicago, the competition in the high-end kitchen cabinetry business is mostly European, hence the need to identify quality Canadian companies that have the right products and are savvy in the export business.

CMHC International offices in Toronto, Montreal, Vancouver, Calgary and Halifax facilitate lucrative export deals each year, and continue to seek new suppliers of Canadian-made building materials for U.S. markets. CMHC International also helps pre-screen prospective buyers to ensure they have a specific need to fill.

Shipments made, lessons learned

"Of course, knowledge of a business opportunity is only the beginning. A company's level of service is the key to securing a larger share of the U.S. market, particularly in the era of a strong Canadian dollar," says Marcantonio. "For example, the Canada-U.S. border presents several

challenges to shipping and logistics needs, and some of Irpinia's lessons were learned the hard way. When it first began exporting products, the manufacturer secured a showroom in Denver. But it had yet to identify other customers along the transportation corridor," he says.

"The first four markets anyone should have under their belt are New York, Los Angeles, Chicago and Florida," Marcantonio says in retrospect, referring to various transportation corridors stretching between Ontario and the U.S. "Once those hubs are in place, exporters are in a better position to source business in smaller centres along the way."



A model from Irpinia Kitchens.

By consolidating shipments within a defined area, it's possible to control the transportation costs that can affect a customer's profitability, and Irpinia has made significant investments in software to ensure orders are properly filled—from the point of sale to the final shipment.

"You've got to measure twice, cut once," says Marcantonio, using an old carpenter's adage. That said, there is success to be found in a market 10 times the size of Canada's. After all, Irpinia opened with 11 employees in 1960 and now has 100—75 of whom work on the production floor—and its distribution network of nine U.S. dealers just three years ago has grown to 23.

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