

SUCCESS STORIES

OHT's First Foray into Foreign Markets a Success in Mexico

A newcomer to the world of exports, Ontario Hydro Technologies (OHT) got its first taste of foreign markets with some much-appreciated Canadian government help.

This all started in 1994 when Toronto-headquartered OHT — after being the research arm of Ontario Hydro for 82 years — was given the new mandate to operate as a business unit and to commercialize.

The new entity soon developed a business plan focusing on North America, including Mexico, to take advantage of the North American Free Trade Agreement (NAFTA).

“One of the first things we did,” recalls Dr. Joseph Fox, OHT Vice-President of Marketing and New Ventures, “was to call the Canadian Embassy in Mexico City for advice, with the subsequent invitation to attend the Embassy-organized Canadian Technology Showcase in that city last November.”

OHT has never looked back.

The 600 employee-strong “company” with 1995 sales of \$80 million has since concluded joint

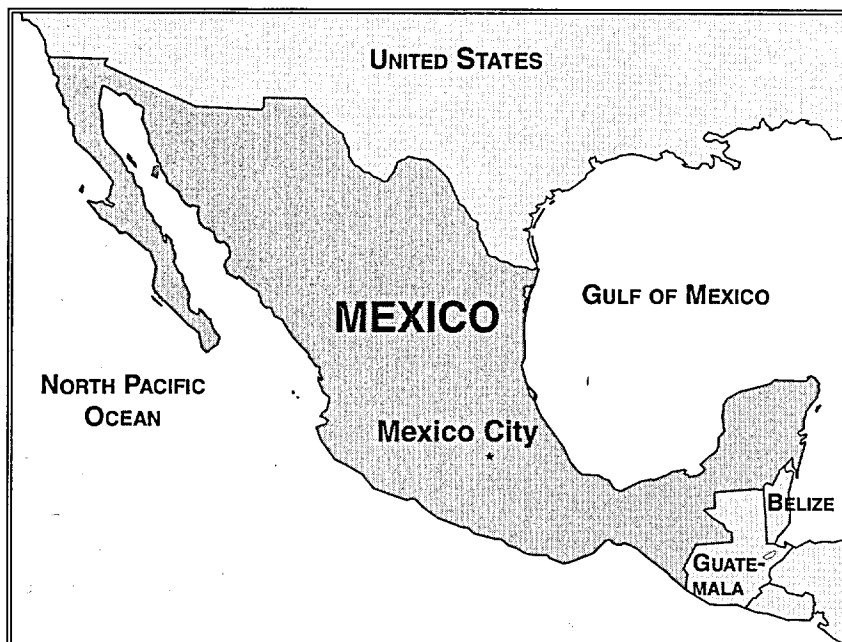
marketing agreements with IEE Grupo Ingeniero and Dumez Copisa, as well as a joint venture for PCB destruction technology with Quimica Wimer — an agreement signed just last month at Globe '96 in Vancouver.

Discussions are on-going with state-owned oil and gas com-

“We indicated to the Embassy the partners and the joint venture possibilities we were looking for,” he says, “and Embassy staff helped locate numerous contacts and set up meetings with Mexican companies, including PEMEX.”

This is how OHT learned, for instance, that PCBs are a strong concern in that country too.

“The Embassy has helped us tremendously, and continues to do so,” says Fox proudly, “not only in Mexico but also in Southeast Asia where we are now strongly pursuing new opportunities.”



pany PEMEX and the electrical utility Comision Federal de Electricidad (CFE).

Fox attributes these successes, all within the last five months, in large measure to the Department of Foreign Affairs and International Trade and to the Canadian Embassy in Mexico.

For more information on OHT and its extensive expertise — power system technologies, plant life extension, environmental, and renewable energy technologies — contact OHT Vice-President of Marketing and New Ventures, Dr. Joseph Fox. Tel.: (416) 207-5491. Fax: (416) 207-5555.