

Team Northern Ontario goes to Chicago

A Team Northern Ontario (TNO) trade mission to Chicago took place in late February 2004, and featured 20 companies from across Northern Ontario. The companies looked to sell northern products and services, obtain distribution agreements and other business opportunities.

Carmen Provenzano, Member of Parliament for Sault Ste. Marie, led the mission on behalf of Joe Comuzzi, Minister of State for FedNor, and expressed satisfaction with initial accomplishments that included two signed agreements. "We went into this mission with heightened expectations and a great deal of optimism," said Provenzano. "If the results at the close of this mission are any indication, that optimism was well-founded."

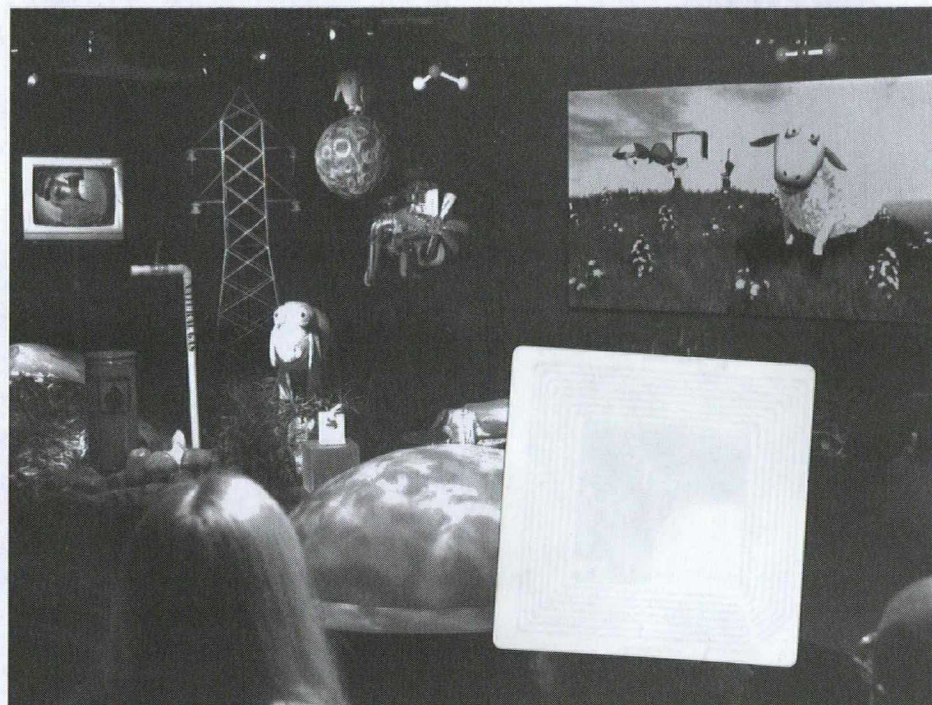
Among the early successes were Sudbury-based **Science North Enterprises'** agreements with Chicago's Peggy Notebart Nature Museum and the Milwaukee Public Museum in Wisconsin to lease the new exhibit *The Climate Change Show*, object theatre that underlines the challenge of climate change in a lighthearted way. The deals are valued at \$240,000.

Fourteen of the companies participated in well over 80 meetings with U.S. companies. Delegates also took part in meetings with trade show visitors and exhibitors, and they attended new exporter training sessions sponsored by the Canadian Consulate in Chicago.

Export USA Calendar

For information about:

- trade missions to the U.S.
 - seminars on the U.S. market
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The Climate Change Show, Sudbury-based Science North Enterprises' object theatre exhibit

The mission also tied into the annual National Manufacturing Week Trade Show, which is the premier manufacturing fair in North America, with six integrated conferences and exhibitions. It features the latest in design, engineering, manufacturing and innovation. Last year, the show attracted some 1,500 companies that presented their products and services to over 30,000 attendees from 48 states and 28 countries. A TNO pavilion showcased the products and services of the delegation and other Northern Ontario companies and organizations.

FedNor goes the distance

This was the third TNO trade mission supported by FedNor, which played a central role in its success. Launched in 1987, FedNor's mission is to promote economic growth, diversification, job creation and sustainable, self-reliant communities in Northern Ontario, by working with community partners and other organizations to improve small business access to capital, information

and markets. FedNor, which works with the TNO Trade Network, the Government of Ontario, Community Futures Development Corporations and small and medium-sized enterprises (SME), financially supported two previous Northern Ontario trade missions to the U.S.—one to Atlanta in June 2002, and the other to Detroit in June 2003.

This mission was a unique business development opportunity for qualified northern SMEs to learn from trade experts about the U.S. manufacturing and Midwest markets, important tips on exporting and the business of getting goods and services across the border. As a result of this four-day mission, several companies are working on distribution agreements for their products with U.S. companies.

For more information about the mission, go to <http://fednor.ic.gc.ca> and www.teamnorthernontario.com, or contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: hcgo@dfait-maeci.gc.ca.

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savvy exporters. Kenya and Ghana have also peacefully transferred power to democratically-elected opposition parties and are stepping up efforts to attract investment.

These developments come as African states spearhead the New Partnership for African Development (NEPAD). This partnership seeks to eradicate poverty, place African countries on a path of sustainable growth and development, halt the marginalization of Africa in the globalization process, enhance its full integration into the global economy and accelerate the empowerment of women.

Open for business

With this renewed commitment to Africa, international financial institutions and development agencies are returning to the continent, and bringing with them lucrative contracts. The World Bank's International Development Association (IDA) commitments to sub-Saharan Africa, for example, reached \$3.7 billion in 2003. The upward trend is projected to continue, with 50% of IDA resources to be directed to Africa.

In many ways, the Government of Canada is working to assist companies

wishing to do business in Africa. Trade commissioners in Ottawa are reaching out to firms across the country to acquaint them with opportunities on the continent. And commercial staff at Canada's 18 diplomatic missions can assist exporters to find markets for their products, locate key contacts, and help ascertain the bona fides of potential partners. More information can be found on the Canadian Trade Commissioner Service Web site at www.infoexport.gc.ca.

Canada highly regarded

Canadian companies have traditionally had great success in the resource extraction sectors and have earned a good reputation in many African countries. Nowadays, Canadian companies are making a name for themselves in other

To read more about Canada and Africa, see Issue 21 of **Canada World View**, the Department of Foreign Affairs and International Trade's quarterly foreign policy magazine, on-line at www.dfait-maeci.gc.ca/canada-magazine.

industries as well, such as Africa's emerging information technology (IT) sector. From designing Botswana's national IT strategy to providing Internet access to Nigeria's rural areas, Canadian firms of all sizes are achieving success.

Ottawa-based **Canadian Bank Note Company**, which makes passports (including Canada's), identification cards and bank notes, among other things, is but one example of this success. Stephen Dopp, Canadian Bank Note Company Vice-President, noted that "African customers have shown a tremendous appreciation for Canadian technology. We have been successful in introducing cutting edge solutions in countries with limited infrastructure. These same customers return to us time and again because they know they can trust Canadian know-how."

The Department of Foreign Affairs and International Trade (DFAIT) would like to hear from export-ready businesses interested in exploring market prospects in Africa. For more information, contact DFAIT's Sub-Saharan Africa Trade Division, e-mail: ggtt@dfait-maeci.gc.ca, tel.: (613) 944-6589, or go to www.ccafrica.ca.

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development strategy. So, if your accountant is also your business advisor, don't be reluctant to question his or her specific skills, knowledge, qualifications and experience. If he or she can't provide the expertise you are seeking, perhaps a colleague or partner can.

Many accounting firms can provide smaller businesses with a wide range of services to assist or expand their export business, including international tax planning, transfer pricing, sourcing

funds, feasibility and business case analysis. They can review and make recommendations on many of the areas that need to be investigated when starting to export: your export goals, entry and pricing strategy, cash flow management, projected costs, financing options and tax issues.

Many business owners don't just rely on their own instincts and knowledge when expanding abroad. By turning to a business advisor, like an accountant, they often are

able to confirm an overall planning, pricing and financing strategy, as well as pick up some new ideas.

Export Development Canada (EDC) helps Canadian businesses expand their sales internationally and ensures they get paid for them. A Crown corporation, EDC provides trade finance and credit insurance services for its Canadian clients, 90% of whom are small and medium-sized enterprises. For more information, contact EDC at 1 800 850-9626, or go to www.edc.ca/smallbusiness.