

New Market Illuminated for CPM Leading-Edge Technology Inc.

IBOC Successes

A trade lead from the International Business Opportunities Centre (IBOC) has given a Quebec company the power to break into a new market.

CPM Leading-Edge Technology Inc. of St-Jean-sur-le-Richelieu sold US\$31,000 of its ACE 2000 power quality analyzers and recorders to Tenaga Nasional Berhad (TNB), the largest electric utility company in Malaysia. CPM's equipment detects and records disturbances on electrical networks.

The opportunity was formed when Anita Pathmathasan, a commercial assistant at the Canadian High Commission in Kuala Lumpur, Malaysia, got a call from TNB, which was looking for Canadian companies that manufactured and sold power analyzers and recorders. Pathmathasan called IBOC. After searching a number of databases, the Internet and talking with a network of business contacts, the IBOC sourcing expert found CPM through the World Wide Web.

"IBOC called us in April 1998, and by August we had signed a contract with TNB," says CPM's Jacques Lambert. "Things happened pretty fast."

The 30-person firm expects to ship 25 or more power analyzers

and recorders to TNB for delivery in 1999 - a contract valued at US\$250,000.

"This IBOC-aided contract allowed us to get a foot in the door of a new market, something that normally takes a lot of time, money, research and personnel," adds Lambert. "It can take a long time and a great deal of effort to build visibility for a product or service. Because of this contract, we were able to enter the Malaysian market much faster than if we had done it by ourselves."

The International Business Oppor-

tunities Centre works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a variety of government organizations such as the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.



Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at www.dfait-maeci.gc.ca/iboc-coai

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UNITED KINGDOM — Simmons Controls Limited, a subsidiary of Edco Petroleum Services Ltd., is interested in becoming the U.K. distributor for Canadian companies with complementary products to Simmons' current activities, and in particular, for Canadian companies with the following products: data communication products, control system products, hydraulic components, valves

and actuators. Contact Daniel Lemieux before February 9, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981109-01729.

UNITED KINGDOM — Daws Engineering Ltd. is looking for Canadian companies that supply energy-sufficient electro-mechanical products, as well as electro-

mechanical products requiring service/repair. Contact Daniel Lemieux before February 9, 1999, at fax: (613) 996-2635, quoting IBOC case no. 981109-01730.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>