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# Canadaexp



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**UNITED KINGDOM**  
(See insert.)

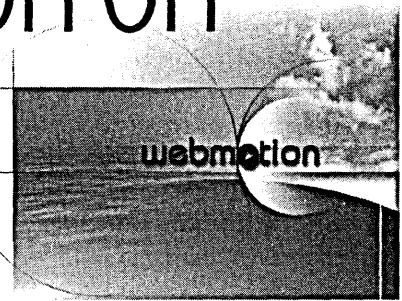
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Dept. of Foreign Affairs  
Min. des Affaires étrangères  
  
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# Webmotion on the move



**E**arly last year, Profit magazine identified **Webmotion Inc.** ([www.webmotion.com](http://www.webmotion.com)) as one of the top 10 hottest new growth companies in Canada. Revenue growth of 237% in 2000 shows it wasn't a bad choice.

With top-tier domestic clients like the Museum of Civilization in Hull as a base, Webmotion could have rested on its laurels. But there was really no border on the market.

### The real story is exports

But while the Ottawa-based Web site design firm enjoys turning heads in Canada, the real story is the inroads the company is making into export markets through its offices in San Francisco and now Paris. "While we have achieved terrific media exposure in Canada, the majority of our sales are still coming out of the US," says co-founder Laurent Liscia. "We have demonstrated that we can compete on the world stage while still remaining quintessentially a Canadian firm — flexible and service-oriented."

Indeed, large-scale firms are the natural market for some of the company's services, which include e-business solutions, such as marketing strategies, Web site creation and deployment, hosting and systems administration. Services are developed around specialized software, WebDeployer™, which allows clients to automate content management, one-to-one marketing and full-service e-commerce.

And some of the largest U.S. financial services companies, Charles Schwab & Co. and Washington Mutual Inc.

*Continued on page 10 - Webmotion*

## Canada's re-engagement with India

Foreign Affairs Minister John Manley announced on March 20 that the Government of Canada will pursue the broadest possible political and economic relationship with India. Canada will encourage bilateral ministerial visits, resume full Canadian International Development Agency (CIDA) programming in India, including industrial co-operation, and provide support to culture and sports.

Canada will continue to build on its strong historical relationship with India. Both countries work together in the Commonwealth, the United Nations and the World Trade Organization on a number of multilateral issues ranging from peacekeeping to trade and development. As well, Canada's large and vibrant Indo-Canadian community has contributed to its cultural fabric

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