



Caroline Maria

President & CEO
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Web site:
www.cinemaria.com
 Year Founded: 1995
 Employees: 9
 Export Sales: 65%
 Years Exporting: 6
 Export Markets: U.S., U.K.,
 France, Germany, Israel, the
 Netherlands and Australia

“ You can't burn any bridges. ”

Business Description:

Cinemaria is a TV production company specializing in high-quality, original animated, mixed media and live-action properties sold in Canada and abroad. Recent credits include two seasons of *Bitchy Bitch* and *Man-Made Women*. The company also provides creative content and script development services to other international leaders in animation and children's programming (such as Montreal-based Cinar Animation, E.M. Entertainment and TFC Trickcompany — both of Germany — on programs like the international award-winning *Caillou*, *The Little Lulu Show* and *The Adventures of Paddington Bear*).

Exporting Tactics:

Unlike other kinds of film/TV production such as documentaries, which can often be financed and made for domestic distribution only, the high cost of animation and the relatively small Canadian audience means that Cinemaria must sell its productions internationally to survive.

After making its first sale in 1997, to Canada's Comedy Network and MTV in the U.S., Cinemaria co-produced with a U.K. company a series of animated comedy films *“The Many Deaths of Norman Spittal,”* based on the works of British cartoonist Jeremy Banx. Since then, Cinemaria has produced other comedy series for Oxygen Media (Oprah Winfrey's

cable channel) and has recently penned a deal to develop an original reality series with L.A.-based Foxstar.

In 2002, Cinemaria approached Export Development Canada (EDC) for insurance to expand its footing to a key U.S. market. Knowing that EDC insurance was available to protect Canadian companies against non-payment by their buyers gave Cinemaria the confidence to pursue new business opportunities in the U.S. As a result, it was able to line-up representation in the U.S. and start advertising in important American trade publications in New York.

Networking Strategy:

The TV programming world requires successful companies to think internationally while building close relationships with buying executives in key markets like the U.S. At the outset, attending trade shows like MIPTV in Cannes every spring — where so many contacts are developed and deals are done — was essential for Caroline and her colleagues.

Now that they're better known, maintaining those personal relationships is critical. And since executive positions can be “revolving doors” at the major networks, that means both following individuals from broadcaster to broadcaster and ensuring your relationships at any

one network are broad enough to withstand the departure of any single contact. “You can't burn any bridges,” she notes.

Export Tips:

For other Canadian companies in similar fields tempted by the lure of bigger markets and financing opportunities available internationally, Caroline advises them “to know why you're doing it ... why it's important for your business in particular.”

For example, there are lots of Canadian production companies that do well developing TV series and other programming for the home market alone, she points out. Because entering the international market is costly, requiring a lot of travel to get that essential “face-time,” it shouldn't be attempted before a good deal of soul-searching and strategic planning has taken place.

Future Plans:

With several new projects currently in development, Cinemaria is also exploring the potential of new distribution channels, such as wireless. And it continues to explore new markets for its programming, most recently, the Czech Republic.

Caroline says, “Every time we sell to a new broadcaster, that's a triumph. It's really about sticking to your master plan.”



Kazuko Komatsu

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 Brewing Company**
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Web site:
www.pwbrewing.com
 Year Founded: 1957
 Employees: 70
 Export Sales: 30%
 Years Exporting: 22
 Export Markets: Japan,
 China, United States, Europe,
 South America, Russia

“ Canada has a great system of Embassies and Consulates to help companies export. ”

Business Description:

Located both in Burnaby and Prince George, B.C., Pacific Western Brewing Co. is Western Canada's largest independent Canadian-owned brewery. Since taking over in 1991, Kazuko has spent \$2.7 million in upgrades, making her brewery the first in North America to achieve ISO 9002 certification.

Producing 13 different types of beers, Pacific Western Brewing Co. was also the first Canadian brewery to produce a 100% certified organic lager. As an experienced exporter and supplier of private brand beers, the company is Canada's number one exporter of beer to Japan. “Our vision is to give the best beer to B.C. and the rest of the world.”

Exporting Tactics:

Diversifying into export markets was a key component of Kazuko's plan to turn around the ailing company's fortunes when she first took over. With roots in an old sake brewing family in Japan, she tapped into her personal contacts there to begin exporting Canadian beer to that market.

Networking Strategy:

Kazuko has used a variety of resources to broaden the company's export horizons, including Canada's Trade Commissioners who have assisted with research. She also participated in the first Canada-U.S. Businesswomen's

Trade Mission to Washington in 1997 and has been part of Team Canada trade missions including the 1999 mission to Japan (Toyko, Osaka). Attending trade shows in other countries exposed her to many new contacts and resulted in her foray into the Chinese market. Having earned the Order of British Columbia for her accomplishments as well as a seat on the Team Canada Inc. Advisory Board for two years, Kazuko is a strong proponent of business networking and community involvement.

Greatest Challenge:

For Kuzuko it was penetrating the American market. “The U.S. is a very difficult country to export beer to because there are so many regulations in every state. It's like dealing with 50 countries. In contrast, although Japan has 47 prefectures, there is just one set of rules, and no permits are required.”

Export Tips:

- ▶ *“First and foremost, you must have a quality product or service, and one that is unique from others in the marketplace.”*
- ▶ *“Do your research. More than any other country, Canada has a great system of embassies and consulates that can help businesses research and enter foreign markets.”*

- ▶ *“Find partners and distributors who are serious about your products and will give them proper attention.”*
- ▶ *“Keep in constant contact with your clients through telephone calls, e-mail and visits.”*

Future Plans:

Having started a joint company in Japan that focuses on health supplements and energy products, Kazuko wants to grow its export sales, and diversify product lines by utilizing the unique, pristine water supply exclusive to Pacific Western Brewing. This will entail the manufacturing and distribution of health and energy drinks as well as exclusive bottled water products.

The company also intends to continue research and development into new BIO products for sale in capsule and beverage format in Canada and the rest of the world.