



Team Canada gave the business delegates unprecedented access to both Canadian and Latin American political leaders, potential partners and buyers. Oscar Weis is shown promoting his advertising agency with Prime Minister Jean Chrétien; Peter Nygård of Winnipeg's Nygård International Ltd.; Argentine ministers Paco Mayorga and Pablo Guzzan; and Ken Taylor of Global Public Affairs, Inc. and Al Kilpatrick of Atomic Energy of Canada Ltd.

Also representing the services sector was a seven-person advertising agency, the only creative design company on the mission. Weis Advertising Inc. began selling the concept of producing TV commercials in Canada to international customers about three years ago.

"We were quite successful in bringing people from Europe, the Middle East and Latin America to Toronto to produce TV spots," says Argentinean-born Oscar Weis. Since then, he has put together an impressive portfolio that includes such clients as the Israel Tourist Office and Argentina's national airline.

Team Canada solved the problem

In Brazil, Weis met Carlos Rocha, a movie-theatre operator who begins each movie in his 186 theatres with a commercial. But Rocha was faced with the high cost of production in Brazil. Team Canada solved the problem: Rocha's commercials will now be produced in Canada by Weis Advertising, a deal that will create new jobs for Canadian designers, artists, sound people and production crews.

When asked if the trip was worth the time and effort, Weis's simple answer perhaps says more about the mission than the volumes written in the newspapers. Spreading his arms wide and smiling, he says, "Look where I am!"

Right Place *at the* RIGHT TIME

Preparation pays off, but sometimes it still comes down to being in the right place at the right time, ready to take advantage of unexpected opportunities.

Take the example of Philip Nelson, president of Burlington's Canadian Aerospace Group Ltd. Nelson had set up an introductory meeting with a company in Brazil, but much to his surprise, the company had already heard about

Canadian Aerospace Group because of its participation on the trade mission.

"They called in their big players and we made the deal right there and then," he smiles. A similar impromptu deal had happened days earlier in Mexico, where Nelson signed a deal with a local airline.

As a result of these two sales, Canadian Aerospace Group expects to hire as many as 300 new employees by April.