



M. Louis Larivière, President,
Groupe Sani-Mobile Inc., Lévis, Quebec

The visit opened our eyes to the possibilities of doing business there. When we got back, we hired someone just to take care of our international dealings.

Mr. Albert Bohemier, President,
Survival Systems Limited, Dartmouth, Nova Scotia

The Team Canada approach raised awareness, both at the political and business level, about Canada's capabilities and willingness to trade. It also accelerates our sales process probably by at least one year with a real saving in our total investment to get contracts!

Mr. Steven M. Soos, Managing Director,
Canac Microtel, Coquitlam, British Columbia

The Team Canada approach is essential in aggressively promoting trade. The customer will not buy unless he knows you, especially in the business we are in.

Mr. Govin Misir, President,
SLM Software Inc., Toronto, Ontario

It increased our credibility worldwide. Existing customers and employees felt very proud to be associated with SLM. They felt we were supported by the Prime Minister and the Premiers. Prospective clients felt more secure doing business with us; we were perceived as credible, successful and well established.