

## SEMEX CANADA

The agricultural artificial insemination and breeding industry in Canada has a history of co-operation and sharing of resources. When the time came to enter the international market, that attitude continued. In 1974, the six largest suppliers of cattle semen and embryos combined their efforts and resources to form Semex Canada in Guelph, Ontario. As such, the company manufactures no products of its own, concentrating instead on providing global marketing opportunities for its owners.

Today, Semex Canada is active in almost 70 countries. And, in most of those foreign countries, Semex has entered into a franchise agreement with local representatives. This allows the company's research and development team to maximize the applicability of its technology to local needs.

After doing one million dollars in business in its first year of operation, Semex finished the year 1990 with an 18% increase in export sales and total sales in excess of \$30 million.

