

**A**fter seven years, I'm not very often accused of being green when it comes to the core business of NORTHSTAR Trade Finance Inc., which is to support the efforts of young and growing Canadian exporters by financing their end buyers.

horse and getting all self-righteous about it, I'll just say that NORTHSTAR's business is booming. We would like to give back something to the companies in an area in which Canada has enormous potential, and in which we all have a tremendous stake. And that is

# At-cost financing

will help exporters drive on the green side of the road

But now I may well be described as something of a rookie at being green.

It isn't that NORTHSTAR hasn't worked with environmental equipment exporters in the past; we have.

But now we have decided to do something entirely new to kickstart interest in this enormously important area, and that is to offer financing at cost to bonafide green exporters who meet our standard credit criteria.

No, we aren't talking about dealer invoice pricing like some used car salesman. What we are saying is that we will offer you a transparent evaluation of our own costs, and that is what you pay, net, period.

Why are we doing this?

Well, without getting on a hobby

finding the right mix of technical and economic solutions to get the globe going green, and to win the race against environmental degradation.



Scott Shepherd,  
President and Chief  
Executive Officer,  
NORTHSTAR

For their part, the banks that provide NORTHSTAR with its capital—the Royal Bank, the Bank of Montreal, HSBC Canada and the National Bank of Canada—also understand the specialized financial requirements of the environmental sector.

And the trade finance services offered by Export Development Corporation (EDC), which insures all NORTHSTAR transactions, have been used by Canadian companies in the environmental technologies and services sector to conclude more than \$600 million in export sales since 1995.

I think that the ride we are on is going to be an exhilarating one. I know for a fact that we are already having a blast at NORTHSTAR with our new Honda Insights ([www.honda.ca/models/insight.asp](http://www.honda.ca/models/insight.asp)).

The Insight is North America's first gasoline-electric hybrid automobile, offering an incredible 3.2 litres/100 km on the highway, 3.9 litres/100 km in the city and an unheard-of 1250 km range on one tank of fuel. The Insight is also designed to meet California's



The colour is the only thing that isn't green.

stringent ultra-low emission vehicle (ULEV) standard. So, it not only performs well on the road but also is good for the environment.

We bought these nifty, new green vehicles because we can't think of any more visible testament to our environmental commitment.

And we invite you to come along for the ride.

For more information, contact Scott Shepherd, President and Chief Executive Officer, NORTHSTAR, tel.: 1-800-663-9288, e-mail: [s.shepherd@northstar.ca](mailto:s.shepherd@northstar.ca) Web site: [www.northstar.ca](http://www.northstar.ca) ★

## 2001 Canada Export Awards

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"[This award will] give us a real seal of approval as we look to promote our product around the world, and I'm expecting it will give us recognition at home," said Nancy Knowlton, President of SMART Technologies Inc., Exporter of the Year 2000 (the *Calgary Herald*, October 3, 2000).

For further information or to obtain an application form, consult

the Canada Export Awards Web site at [www.infoexport.gc.ca/awards-prix](http://www.infoexport.gc.ca/awards-prix) We encourage firms to submit their applications by e-mail. If companies do not have access to the Internet, they can contact Lucille Latrémouille-Dyett, Canada Export Award Officer, DFAIT, tel.: (613) 944-2395.

The nomination period ends March 31, 2001. ★

