

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

CENTRAL AMERICA — An Ontario-based company representing interests in Central America is seeking suppliers of **medical/pharmaceutical products; home appliances; and tires.** Contact Al Abedini, President, Als Trading Associates, 814 Maitland Avenue, Ottawa, Ontario K2A 2S3, Tel.: (613) 722-5947; Fax: (613) 724-6262.

INDIA — On behalf of an affiliate in India, a Canada-based company is seeking a **joint venture and/or the supply of new or used equipment for a lead recycling plant in India.** Contact Patricia Pinto, Projects Officer, Normar Pacific Marine, Vancouver, Tel.: (604) 687-6766; Fax: (604) 687-1737.

JAPAN — An importer here seeks **new industrial products, including machinery and equipment,** to sell in the Japanese marketplace. Contact Ron Lutka, A-1 Sourcing and Exporting Co., 4190 Dundas Street West, Suite 212, Etobicoke, Ontario M8X 1X3, Tel.: (416) 232-2589; Fax: (416) 234-2128.

Winners Fly to Export Markets

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ing a trade show in Osaka.

"The Canadian Embassy in Tokyo was very helpful in setting up meetings," says Miller, "and as a result of the trip we have three new customers in Japan."

The Japan trip has also given her some valuable insight into doing business in that country. "In Japan, things don't happen quickly," she warns. "It takes a long time to develop a business relationship," she adds, "but once we have established a good solid base, I expect we will maintain it on a long-term basis."

The company, featuring the only approved Canadian manufactured emergency food and water rations — with a five-year shelf life — has already displaced The Netherlands (the only other country with similar products besides the U.S.A. and Denmark) as the supplier to Canada's Department of National Defence, as well as to the Canadian Coast Guard.

Thanks to the Canadian Airline Foundation-sponsored trip to Japan, the small, innovative company has been encouraged to explore other markets, such as the U.S.A. (it's already FDA approved), Cuba and South Africa where it is making some F.A.S.T. gains.

"This trip has made all the difference in the world to us," Miller adds.

Never Board Inc. (fax: 604-255-5597)

Riding high on a wave of success-

es that took it from six employees to 66 in three years, this young Vancouver-based manufacturer of snowboards and related clothing and products had focused mainly on the U.S. and Japanese markets.

Customers in Europe came only from Italy, Sweden and Finland, but the Canadian Airlines award changed all that.

"We knew that some of the major markets were in Germany, Switzerland and Austria," says company President Geoff Power, "but somehow we never went after them."

Extending his Germany trip to neighbouring Switzerland and Austria, Power came home with a solid distributorship in each country except Austria — where more work needs to be done — as well as indirectly a distributor in Belgium.

"It was an excellent trip," comments Power, "and it came at the right time as the competition is getting stronger and stronger. In Switzerland alone," he adds, "we have done more volume than we expected from all three countries combined."

The 80 per cent export-based company has now decided to return to Europe on an annual basis.

For more information on Canadian Airlines Foundation's leadership role and its *Small Business International Expansion Program*, contact Jennifer Reynolds, the Canadian Airlines Foundation, in Mississauga. Tel.: (905) 612-2433. Fax: (905) 612-2355.

INFOCENTRE

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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