

# This Company Connects — Successfully!

Connect Tech Inc. of Guelph, Ontario, can be considered one of the pioneers in the manufacturing of intelligent, multi-port serial boards. Founded in 1985, Connect Tech has seen eight years of steady growth, doubled its plant size, and nearly tripled its yearly sales volume.

Connect Tech's success can be attributed to its technical expertise in serial communications. The company's multi-port serial adapters are used for linking computers and terminals compatible with IBMPC, XT and AT, along with MicroChannel. Among Connect Tech's best-known products are the DFLEX series of standard multi-port serial adapters and the INTELLICON series of intelligent multi-port serial adapters. Nearly 20,000 of these boards have been exported.

Connect Tech's President and founder, David Worthen, also attributes his company's success to its ability to respond rapidly to customer requests for product adjustments or developments. According to Mr. Worthen, it is the company's small size and unique in-house systems expertise that allow for this rapid response time. "Our products are very similar to a lot of other products on the market in that they don't always fit perfectly with the

customer's needs," says Mr. Worthen. "You may have to adapt the product to make it fit their application, or adapt the application to make it fit the board. With a little bit of engineering at the manufacturing level the fit will be a lot better." Mr. Worthen further attests, "It's with those customers who have asked us to customize our prod-

**Product:** software  
**Employees:** 14  
**% Exported:** 73 percent  
**Markets:** North America, South America and Europe.

uct for them that we've had the greatest success".

From the beginning, Connect Tech has aimed to sell its products in the international marketplace. In order to gain entry and market share in other countries, Connect Tech advertises in trade magazines with worldwide distribution, and participates in various international trade shows such as CeBIT (the giant high-technology trade show based in Hannover at which Canada will be featured as partner country in 1994). At present, it is operating in 22 countries and plans

to further develop its European and South American markets. This marketing strategy has made it crucial for Connect Tech to learn how to deal with businesses in many different countries. This has certainly been another key factor in the success of the company, resulting in a number of high-profile contracts. For example, the City of Barcelona used Connect Tech's expertise to help improve its traffic control system during the 1992 Olympics. For the same event, the Australian Television Network Channel 7 used the Connect Tech Intellicon-Flex8 board in its automated video-editing centre.

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claims deadlines, contact Dieter F. Kern, Vice President, International Sales Tax Refund Corporation, 2885 Sherwood Heights Drive, Suite 16, Oakville, Ontario L6J 7H1. Tel.: (416) 338-8082. Fax: (416) 338-8988.

A third company which can help Canadian travellers claim VAT refunds incurred on business trips to Europe and the United Kingdom is Vatclaim International.

Providing services similar to the above-mentioned companies, Vatclaim offers a unique twist: With permission, they will help companies bring their lost dollars home and convert them from a tax-deductible business expense to a tax-deductible charitable donation — through an initiative with the United Way of Greater Toronto.

Information on the services provided by this firm is available from Malcolm Watkins, Manager, Vatclaim International, Suite 800, 5090 Explorer Drive, Mississauga, Ontario L4W 4T9. Tel.: (416) 238-5219. Fax: (416) 602-9035.

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Sylvie Bédard

Editor: Don Wight

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