

Atlantic Canada Crafts and Giftware

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part-time students, this was Canoe Cove's first concerted attempt at penetrating the US market.

"The rep we found at The Centre thinks our products will do really well in the New England market," says a happy President Christopher Jette.

How did Canoe Cove, of Cornwall, Prince Edward Island, get wind of The Centre?

"It was through our local provincial craft specialist who recommended our participation," says Jette.

He has nothing but praise for The Centre's Manager and Coordinator, Wendy Diltz: "She did a marvellous job in organizing The Centre, promoting our products and finding representation for us in the U.S.A."

Jette is also getting good advice and leads from the Senior Trade Commissioner at the Charlottetown International Trade Centre, and from the Japan External Trade Organization (JETRO).

"This has already lead to enquiries from countries as far away as Japan and Israel," beams Jette.

For more information on Canoe Cove, contact President Christopher Jette. Tel./Fax: (902) 675-3421.

The Highland Lace Company

What started out as a cotton lace curtain enterprise some seven years ago has turned into a 60-product line small company of three full-time workers — everything from wedding and christening outfits to table cloths and gifts for the home.

So highly esteemed are this Annapolis Royal, Nova Scotia

company's products that within 24 hours of sending a dozen samples to The Centre, a US rep immediately bought up the complete line.

But this isn't Highland's first foray into the US, having participated for two years in the Nova Scotia showroom in Atlanta, where it has signed up an agent.

"We feel that our future is in

Fax: (902) 532-7013.

Grenfell Handicrafts

This unique company, founded over 100 years ago, and specializing in hand-embroidered Grenfell parkas, bags, mittens, slippers, hooked mats, puppets and assorted giftware, is 35 per cent export based.

The St. Anthony, Newfoundland company already had several customers in Vermont, Maine and Massachusetts — small scale orders — and is hopeful that participation at The Centre will lead to new customers.

"The Centre gives us a wonderful opportunity to expand our sales in the US market," says Grenfell Manager-Marketing Shawn Warren.

He is hopeful that, with the approaching Christmas season, he will soon find an agent in New



Attending official opening of the Showroom are (left to right): Wendy Diltz, Showroom Manager; Bonnie Hickey, St. John's East MP; and Canada's Consul General in Boston, Don Cameron.

England, that country," says President Anna Halley, "because of general appreciation of laces there."

Her specialty — all cotton, made on antique looms — gives her a large niche market south of the border. But Highland has greater designs too.

"We are also exploring the UK market," she says, "which would be somewhat akin to selling coals to Newcastle," she admits.

Participating in trade shows is one way to approach that market, a possibility she will investigate further with the help of Canadian Trade Commissioners at the Halifax International Trade Centre.

For more information on Highland Lace, contact President Anna Halley. Tel.: (902) 532-7800.

England.

For more information on Grenfell, contact Manager-Marketing Shawn Warren. Tel.: (709) 454-3576; Fax: (709) 454-2123.

For more information on this project or how to participate, contact Nova Scotia Economic Renewal Agency Marketing Specialist, Peter Giffin, in Halifax. Tel.: (902) 424-4212. Fax: (902) 424-5739.

(Complete article is on-line).

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