

## Chief Trade Commissioner

John Gero was recently appointed Chief Trade Commissioner and Assistant Deputy Minister, replacing William L. Clarke. Mr. Gero joined the Canadian Government as an economist in 1975 and has worked on international aid and trade issues throughout his career. He has served at Canadian missions in Nairobi and Geneva, and as the Canadian negotiator on intellectual property for GATT and NAFTA.

Mr. Gero is a past Director of the Tariff and Market Access Division and the Trade Remedies Division. From 1996 to 2000, he was Director General of the Trade Policy (Services, Investment and Intellectual Property) Bureau (EBD).



*John Gero,  
Assistant Deputy Minister,  
International Business,  
and Chief Trade Commissioner*

# Making the Match

Ireland and  
**IBOC**  
International Business  
Opportunities Centre 

The International Business Opportunity Centre (IBOC) works with Canada's trade commissioners around the world to connect Canadian companies with business opportunities worldwide. Here's an example of what this teamwork can accomplish.

### The Companies

Majestic Forest Products of Beechwood, New Brunswick and Factory Direct Hardwood Floors of Shediac, New Brunswick.

Majestic Forest Products manufactures top grade unfinished hardwood flooring in various types of wood (maple, oak, birch, ash) and dimensions. Owner Vincent De Merchant employs a staff of 12, and the organization has experience exporting to the United States and Hong Kong. For more information on this company, contact Mr. Jim Patterson, Sales Manager, at (506) 278-5103.

Factory Direct Hardwood Floors is a distributor of quality pre-finished hardwood flooring, available in various types of wood and dimensions. For more information on this company, contact Mr. Michel Baillargeon at (506) 533-8999.

### The Customer

C & S Timber Importers of Cavan, Ireland, a distributor of wood products.

### The Matchmakers

Mrs. Gerry Mongey, a Commercial Assistant in Dublin, Ireland, was approached by C & S Timber Importers for Canadian suppliers of top grade unfinished and pre-finished hardwood flooring. Mrs. Mongey contacted IBOC, and Sourcing Officer Marg MacGillivray searched the WIN Exports database and located Majestic Forest Products. Majestic suggested Factory Direct as a supplier of pre-finished products.

### The Deal

Together, Majestic and Factory Direct shipped one container of unfinished and pre-finished hardwood flooring in red and white oak and maple. The total value of the sale was approximately CDN \$39,000 with additional orders anticipated.

### The Quote

"Thanks to the excellent service and assistance received from the Trade Commissioner Service in Ireland and IBOC, Majestic Forest Products was able to secure a new market for our top grade flooring products," said Mr. Patterson. Mr. Baillargeon remarked, "The experience was very rewarding and I will continue to foster and promote future export sales."