



"Networking today is an investment for the future."

Ann Marie Colizza

Using technology to attract new global partners.....

Ann Marie Colizza, President, DeltaCrypt Technologies Inc., Piedmont, Quebec
www.deltacrypt.com — 888-500-3563

Ann Marie heads DeltaCrypt Technologies Inc., a leader in encryption software technologies. DeltaCrypt offers comprehensive solutions to clients around the world, in cooperation with a network of software business partners. Managing partner relationships is key to DeltaCrypt's business model. The firm uses its website not only to attract new partners, but also to manage the entire supply chain process. It also uses technology to demonstrate, install and train on new applications, and exchange information and resolve issues more efficiently. Using technology in this way ensures effective communication with its partners, while delivering the highest degree of quality to the end client.

"We must take advantage of every networking opportunity that we have. Networks are beneficial not only in business but also with interpersonal relations. We rarely know in advance when our contacts will be beneficial to us."

"Trade commissioners are the eyes of exporters abroad. Not only can they put you in contact with potential partners or clients, they are also an invaluable source of advice on local knowledge."

Follow the wise wizards along the yellow brick road...

Marla Kott, CEO, Imprint Plus, Richmond, British Columbia
www.imprintplus.com — 800-563-2464

Imprint Plus is an innovator of reusable identification badges, specializing in patentable designs that meet the needs of the eco-friendly purchaser. With annual growth of over 30%, Imprint Plus is truly a global enterprise, servicing over 16,000 customers with 26,000 locations in 66 countries. Unquestionably, Imprint Plus is a leader in its high-growth niche market. Trade shows and the company's sales team are thriving forces in gaining and serving customers who offer those all-important third-party testimonials and refer new business opportunities to the company.

According to CEO Marla Kott, *"The WEConnect Canada certification is opening doors and creating new opportunities for Imprint Plus. Our Reusable Name Badge Kit is a fabulous product, but without the reception and interest from these new relationships our progress would be a great deal slower."*

"Our U.S. business had taken a downturn, but the trade mission to San Francisco in June 2009 opened my eyes to the endless opportunities available in the American market. Now that I am certified, I can access many more Fortune 500 companies, and have recently been able to secure a major contract with an American casino."



"As you walk the yellow brick road, it is certainly nice to have a few wise wizards to point you in the right direction!"

Marla Kott



"Often, my existing partners are a great resource and introduce me to new clients."

Carol Chapman

Networking in New Brunswick leads to world markets....

Carol Chapman, President, C2 Communications Inc., Moncton, New Brunswick
www.c2communications.ca — 506-388-1888

Carol Chapman operates a small international advertising and sales firm, C2 Communications Inc. and its subsidiary, C'volution. Networking and partnering are cornerstones of her company's success and growth. Carol has been a high-level networker for over 20 years. She is involved in her community and believes that it all starts there. Her skills at making contacts and connecting people have led to export success in such markets as the Middle East, the United States, Mexico and Japan.

Maintaining networks is even more important for firms like Carol's which are in the service sector; with word-of-mouth referrals as the top way that services are sold, they need as many people as possible talking about them.

Carol participated in business women's missions organized by the Atlantic Canada Opportunities Agency (ACOA) to further build partnerships.

"Enjoy working abroad and appreciate the different cultures, but be open... business is done differently."

Audrey Mascarenhas, Questor Technology Inc., Calgary, AB