

A "mass" of opportunity

Canada at the heart of biotech capital

BOSTON, MASSACHUSETTS — October 27-28, 2003 — The Canadian Consulate General in Boston, in partnership with BioQuébec, the Government of Ontario, Investissement Québec, Nova Scotia Business Inc., and the Québec Government Office in Boston, will be the major sponsor of the upcoming 5th annual **MASS Opportunities Biotechnology Investment Conference**.

MASS Opportunities is New England's largest investor forum and will allow more than 75 public and private companies to showcase their technologies and products in front of portfolio managers, analysts, venture capitalists and other investment professionals. The event is expected to attract 1,000 biotechnology and finance industry executives including pharmaceutical executives, biotechnology healthcare analysts and executives and international investors in addition to a number of companies from other countries.

Canadian presence

Ronald Irwin, Canadian Consul General to New England, said: "Canada's goal at this conference is to enhance the awareness of Canada's bioscience industry expertise and the remarkable investment opportunities that Canada offers, both from a cost and quality point of view. Mass Opportunities is certainly an important venue where we can reinforce that message."

Canada will sponsor a roundtable entitled "Innovators and Inventors Journey into the Future," with eminent inventors from Canada and the U.S. at

the opening plenary session on the morning of October 27. Panellists will include: Dr. John Bergeron, expert in proteomics and cell biology at McGill University; Dr. Ivar Mendez, innovator in neural transplantation and Chair of the Brain Repair Centre at Dalhousie University; and Dr. Molly Shoichet, leading researcher in bone and spinal cord repair at the University of Toronto.

The speakers will discuss the latest research in bioscience, the challenges they faced, the products they envision in the future and the obstacles that the industry needs to overcome to succeed. In sharing their perspectives, these inventors will demonstrate some of Canada's genius in the biosciences. Canada will also have a sponsor table that will highlight the benefits of investing in Canada.

"Given the richness of the biomedical sector in both Massachusetts and Canada, and the fact that Canada and the U.S. are each other's leading trading partner, it makes perfect sense that the Canadian

Consulate General in Boston has become such a key player at this conference," said Janice Bourque, President and CEO of the Massachusetts Biotechnology Council.

The mission of this conference is to increase the pool of investors in biotechnology by providing them with objective information about the business of biotechnology and the companies that form this industry, provide a neutral forum where CEOs, investors and researchers can come together to do business and highlight opportunities for local academic and medical technology transfer.

The Government of Canada has been a major sponsor of this event for the past two years, and has successfully branded Canada as a prime location for bioscience research and development and manufacturing. In fact, several Canadian companies will present at the 2003 conference—a significant opportunity for companies to demonstrate their expertise in biotechnology and to make valuable contacts.

For more information, contact Christine Sarkisian, Business Development Officer, Canadian Consulate General in Boston, tel.: **(617) 262-3760**, e-mail: christine.sarkisian@dfait-maeci.gc.ca, or go to www.massopps.com to register. ★

The Americas Business Forum

Bringing growth to the Americas

MIAMI, FLORIDA — November 17-19, 2003 — The **Americas Business Forum (ABF)** will be held on the margins of the Free Trade Area of the Americas (FTAA) Ministerial Meeting. The ABF provides an opportunity for business persons from throughout the Western Hemisphere to examine the status of FTAA negotiations and to formulate the positions of the private sector through proposals, recommendations or approaches to be presented to the Ministers of Trade of the Americas, including Canada's Minister for International Trade.

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Design mission to U.S.

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Cultural Trade Commissioner at the Consulate, organized the mission for Canadian companies interested in expanding into the U.S.

The three-day mission's activities included tours of the major design showrooms of New York, meetings with the owners and buyers of design retailers in Soho and Tribeca, and a briefing and tour of the ICFF with the show manager.

The day didn't end there. New York is, after all, the city that never sleeps. Participants were invited to attend the many evening receptions held in the design boutiques of Soho and Tribeca, where they had the opportunity to network with ICFF participants and continue to build relationships with design retailers.

Pure Canadian, a showcase featuring the work of 25 Canadian

designers of furniture and home accessories, was held during ICFF. Hosted by Totem Design Group in Soho, the exhibit was well attended as were the two evening receptions. Totem, a significant design engine in New York and a strong supporter of the international design scene, is a well-known tastemaker in New York City. Pure Canadian was a project resulting from a partnership between *Azure Magazine*, Totem Design Group and the Governments of Canada and Ontario. *Wallpaper**, design magazine and arbiter of what's "in", selected one of the Canadian designers featured in Pure Canadian in its list of top 15 young designers to watch.

Overall, the mission was a success and the participants left with an understanding of the market, valuable knowledge and experience. Designer

Daniel Raiche of **Snowlab** in Montreal said, "This year's participation at ICFF has been very successful for us, allowing us to work with several new stores in the U.S. And we think being featured at Totem may have greatly helped our visibility. I hope this event will lead to future collaboration between Canadian designers and the Canadian Consulate."

For more information, contact Jeffrey Crossman, Cultural Trade Commissioner, Canadian Consulate General in New York, tel.: **(212) 596-1650**, e-mail: commerce@canapple.com or go to www.icff.com. ★

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Canada Export Award

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government in Quebec that resulted in cutbacks on environmental projects. So André Fontaine set out to sell the company's products in California, where stricter environmental controls and what he calls "a culture that welcomed innovation" opened up opportunities.

A little more than a decade later, H. Fontaine boasts a workforce of 166 employees, and 85% of its business is done abroad. There are three subsidiaries in Europe, and the company is targeting markets in Asia, South America and the Middle East. With the increasing need for clean water everywhere, the

company is growing with the demand for its sluice gates for water and wastewater treatment facilities, as well as for energy, irrigation and flood control. Fontaine also manufactures submersible pumps, mixers and a variety of specialized equipment for the water and wastewater industry.

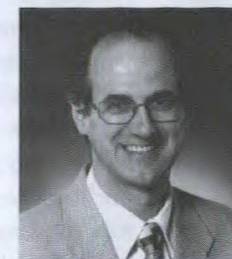
Fontaine says it was not easy expanding into the U.S., and advises companies planning to export to take into account all the details, like the role of government regulations "that can complicate things" in foreign markets. "We ran into some unforeseen problems over the prepayment of taxes in California,

which we should have known about in advance."

When the company began to penetrate other foreign markets, it called on the Department of Foreign Affairs and International Trade's Canadian Trade Commissioner Service, which "helped enormously" two years ago when the company won a contract in Egypt for the largest water purification plant in the world.

Winning a Canada Export Award in 2002 has also helped business, especially in Europe. For example, the award opened doors with city authorities in Paris. Looking back on the lean times, Fontaine is clearly very proud of the distance that his company has travelled in such a short time—and exports have been the source of its success.

For more information, go to www.hfontaine.com. ★



André Fontaine, CEO of H. Fontaine Ltd. in Magog, Quebec