

— Continued from page 1

that growth with its recent success — a three-year \$300-million contract with a United Arab Emirates (U.A.E.) company introduced to Xplore by the Canadian Embassy in Abu Dhabi.

Unmet customer need was the impetus for the creation of Xplore

GeneSys IIR and RamlineR computer products distributed in more than 30 countries in the Middle East, North Africa and parts of Asia over the next three years.

"The Ambassador was fabulous," says Groh, who had had no previous experience of the Canadian Trade

Consulate were clearly a big help to us — I will definitely be contacting our missions as we expand into other countries."

Taking the time to find out if an opportunity is real is one of Groh's key pieces of advice to other Canadian exporters. "You have to take the time to visit the market and investigate the opportunities. But there's no point in turning over a lot of stones that you don't have to; the commercial officers clearly have the connections and can point you to the right partners."

Groh speaks with the authority of a man who has found an opportunity so good it's true.

For more information, contact Brian Groh, President and CEO, Xplore, tel.: (905) 814-9122, toll-free: (888) 252-9757, fax: (905) 814-9124, e-mail: [bgroh@xploretech.com](mailto:bgroh@xploretech.com) Web site: [www.xploretech.com](http://www.xploretech.com) \*

## Embassy helps Toronto-based computer company Xploring the U.A.E.

Technology Corp. in 1996. The need was for a powerful, mobile, wireless, pen-based computer rugged enough to withstand extreme outdoor conditions. The customers are in industries such as public safety, utilities, and field services — anyone that needs a computer while moving around. Working directly with its customers for two years in the lab, Xplore developed its GeneSysR II and RamlineR ruggedized computer systems.

In the past two years, the 66-employee Xplore (Toronto Stock Exchange under TSE:XPL), has penetrated the North American market and has a dedicated focus on expansion in Europe and Asia. "We've had brokers tell us we've accomplished more, faster, than any other company they've ever seen," says Groh.

**Tailor-made help, Embassy style**  
It seems fitting that a company that has spent the last few years working with its customers to meet their specific needs should find itself on the receiving end of tailor-made assistance. This spring Groh received a call from Emaar Properties PJSC, a Dubai property development and information technology company that had been given Xplore's name by Canada's Ambassador to the U.A.E., Christopher Thomson.

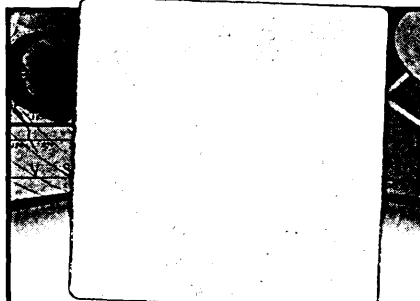
The introduction led to a \$300-million contract, signed in July, which will see 50,000 of Xplore's

Commissioner Service (TCS). "He supplied a lot of information about the company and the country. I also know he did a great deal of work internally to make sure that the right people in Emaar were aware of our company and what we had to offer."

Emaar, a leading property development company in the region, is diversifying to become a major IT presence in the Middle East and beyond. Its chairman, H. E. Mohamed Alabbar, is also Director General of Dubai's Department of Economic Development, whose goal is to develop Dubai and confirm the city as a centre of high technology. "Emaar is helping to expand wireless communications into areas where currently it does not exist," says Groh. "The Commercial officers were absolutely correct — Emaar is a very strong partner for us."

Senior Commercial Officer Fouad Soueid at the Canadian Consulate in Dubai also supplied company and country information to Groh. "Most exporters tend to overlook the Middle East because it's perceived as a difficult place. I was very impressed with the business environment; the U.A.E. government is making it very attractive to foreign investment."

**Converted to benefits of TCS**  
Groh has also been converted to the benefits of TCS. "With the experience I've had now — the Embassy and



### Showcase your business abroad!

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and register on line.

