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Teamwork is the catalyst that brings all the parties together. This is really what success stories are about — not just contracts, but rather the partners and the networks that make contracts happen. Of course, there is much more to exporting, but good networks are key to success.

#### **An agri-industrial example**

The WCFPS is a major world dryland agricultural equipment, services and technology show, held in June in Regina, Saskatchewan. This year it attracted over 700 exhibitors, 40,000 visitors and 302 international buyers from 29 countries, as well as 85 registered exporters. With so many people on the floor and so many opportunities to seize, it's like an old-style stock exchange.

Amidst the noise and the haste, exporters need to go where the international-minded people are. That's where the IBC comes in.

#### **Interbuild Business Centre**

At the WCFPS, there is an International Business Centre (IBC) at your service. It is a unique partnership involving show management, the Prairie Implement Manufacturers Association (PIMA) and four governments — Canada, through its International Trade Centres (ITC) in Regina and Saskatoon, and the National Sector Team for Agricultural Equipment Services and Technology, Alberta, Manitoba and Saskatchewan, through its Saskatchewan Trade and Export Partnership (STEP), under the guidance of its then manager of International Projects and Trade Finance, Murad Al-Katib.

Deals have been made at the IBC every year since 1991 because it creates a value-added mini-marketplace at the crossroads of buyers and sellers of agricultural equipment from all around the world. The Centre is a goldmine of useful information for past and current visitors, as well as for trade officers around the world.

Such information as company brochures, promotional materials

and product/service interests of buyers are available ahead of time, and the IBC staff — manager Lea Kennedy and assistant Bev Barlow — also assist visitors in locating the whereabouts of buyers and sellers

### *WCFPS's International Business Centre*

# Reaping the rewards

at the show. Thanks to their efforts, many companies arrive at the show confident and focused on a list of target companies.

Other hands-on activities at the IBC include 7:30 a.m. breakfasts with 5-minute presentations by exporters and an air-conditioned, modern facility with basic office and telephone services.

#### **Reaping the benefits**

Jim Carnago, President of Schulte Sales Inc. — a branch of Engelfeld, Saskatchewan-based Schulte Industries Ltd., an agri-industrial manufacturer and marketing firm — will not reveal the value of his long-term distributorship agreement with Claire Miguel, President of Payen of Rozay-En-Brie, France. However, it's a substantial chunk of his annual \$20-million turnover, he says.

Initial contacts made at the IBC in 1999 between the French distributor and Schulte — established 75 years ago and a 1999 Canada Export Award winner — led to the sale of three heavy-duty rotary cutters for testing and adaptation to European standards. The talks then bounced back before they translated into the signing of a three-year distributorship agreement.

"Everything you need for your exporting activities is there at the IBC," points out Carnago. "The staff is very professional and helpful. Year after year, there are lots of contracts being discussed at that location, so co-ordination is important."

Two years later, at this year's WCFPS, Carnago announced a three-year extension to this agreement, allowing the Schulte line to expand into France and other French-speaking markets in Europe.

"The WCFPS is a major show for us," says a confident Carnago. "We keep coming back every year and we especially appreciate the international exposure we get as an exporter. When we announced the extension with Payen, we wanted to bring some attention to ourselves, of course, but also to the IBC. The IBC was again instrumental this year in our finding a Ukrainian agri-industrial distributor, R.I.S.E., to whom we sold 37 machines, a contract in excess of \$500,000."

According to Carnago, Schulte is now Russia-bound and looking at Eastern Europe.

And, with a solid WCFPS team — a solid three steps ahead of the game — at both STEP and IBC, little wonder that in addition to the Schulte success, new dealerships were also announced for the U.S. as well as agricultural equipment purchases from such far-away places as Australia.

Maybe it all does look deceptively simple — like preparing a nourishing dish — but then again... it's really all about homework and teamwork.

For more information on the show, contact Lea Kennedy, Manager, WCFPS, tel.: (306) 781-9216, fax: (306) 565-3443, e-mail: lkennedy@reginaexhibition.com Web site: wcfps.com