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Canadian companies successful at Asia's major ICT event

Singapore > **CommunicAsia** and **BroadcastAsia** are Asia's largest communications, broadcasting and information and communications technologies (ICT) trade events. The two combined exhibitions that took place this year in Singapore drew more than 2,200 exhibiting companies from 55 countries, and had 21 national pavilions that attracted over 60,000 visitors.

The Canadian presence was strong at this year's shows, with a record 120 Canadian business and government delegates. A good number of Canadian companies with innovative and cutting-edge technologies were successful in attracting the media's attention.

A total of 38 Canadian firms exhibited, including 17 in the Canadian pavilion. A client satisfaction survey of 20 of the exhibiting companies indicates that, as a result of their participation at CommunicAsia and BroadcastAsia, 13 of them secured a total of more than \$1 million in on-site sales and \$28.6 million in projected sales over the next 12 months.

"Our participation at CommunicAsia 2005 resulted in business for us in several Southeast Asian countries," says TelcoBridges President and CEO Gaëtan Campeau. "The growth

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of our market share in Asia is a direct result of our continued participation at this important annual trade event"

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Export lessons from Carmanah Technologies

London, U.K. > Carmanah's recent \$1.5 million sale of solar-powered bus stop lighting for the City of London was the result of a single phone call . . . and four years of hard work. How a Canadian marine lighting manufacturer won the contract says a lot about what it takes to succeed in export markets.

Carmanah Technologies, based in Victoria, BC, has a 10-year history of pursuing international sales. In 1996, the company started making solar-powered LED (light emitting diode) lights for marine navigation. The first marine lights came to market in 1998 and quickly became an international success. Today,

Carmanah has installations in 110 countries, and offices in Canada, the United States and the United Kingdom. It has also diversified, becoming a leader in renewable and energy-efficient technology, with LED-illuminated signage that now serves the aviation, roadway and transit industries, as well as marine.

Back in 2001, however, when London phoned Carmanah about a fledgling solar bus stop scheme, the company was still only a marine lighting manufacturer. Someone in London had seen

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