

FLEXI-COIL LTD.

Saskatoon, Saskatchewan

It took 15 months of preparation, negotiation and participation in a Russian agricultural trade fair for Flexi-Coil Ltd. to market its moisture conserving Harrow Packer Drawbar and other agricultural equipment in the USSR. Flexi-Coil's contract includes technology transfer provisions and a technical training program. Flexi-Coil also markets its products in the U.S., Western Europe and Australia.

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HALCYON WATERBED INC.

Downsview, Ontario

Halcyon Waterbed Inc. is developing two quite different export markets. In the U.S., where waterbeds are an established part of the bedding market, the company is introducing a very high quality, good value product. In Europe, where waterbeds are a new product and the market is 10 years behind North America, its marketing strategy includes offering support service to help retailers develop local markets. Halcyon recently opened two joint venture warehouses in Oslo and Amsterdam to provide European customers with more rapid access to its products. Intensive European market research revealed foam bedding surfaces were particularly susceptible to displacement by Halcyon's waterbeds.

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