

## St. Lawrence Textiles expands in Japan Baby's Own® takes off

**S**t. Lawrence Textiles, of Hawkesbury, Ontario, is a long established, export-oriented and privately owned manufacturer of apparel for newborn to two-year old babies and adult activewear. Approximately five years ago, senior company officials decided to explore the Japanese market and appointed an agent on an exclusive basis, Mockingbird Trading Co., to introduce the firm's products to Japan's style-conscious, upscale and discrimi-

nating young families. Initially, Baby's Own®—its well-known infant wear brand—met with limited success.

However, Mockingbird's owner, Rika Muratsubaki, ably assisted by a member of the Commercial Division at the Canadian Embassy in Tokyo, expanded St. Lawrence Textiles' clientele. Her extensive connections, initially on the Tokyo market and subsequently in the larger centres, helped the Baby's Own® brand gain recognition in Japan as a quality,

contemporary line of comfortable infant clothing.

St. Lawrence devised ways to offer the Japanese market all-year availability of supply and prompt delivery upon reorder, as well as innovative and parent-friendly styling. For example, the Baby's Own® Wraparound® is underwear that has become very popular because of its unique and practical design. Their latest innovation, the Sock-foot Sleeper™ (patent pending) has form-fitting knitted stretch socks sewn on, keeping a baby's tiny feet warm at all times. The sleeper also has non-skid soles to prevent babies from sliding, and they can be worn with footwear. The success of these and other Baby's Own® products helped Mockingbird and St. Lawrence gain a solid foothold in the Japanese market.

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## CANDU: Success in China

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Jean Chrétien himself visited the reactor construction site in 2001 and played a vital role in 1996 witnessing the contract signing.

The next reactor, CANDU's Qinshan Phase III (Unit 2), is scheduled to enter commercial service in November 2003. The two reactors will generate electricity for the economically dynamic East China market, dominated by China's premier commercial city, Shanghai.

Speaking at the opening ceremony, Li Dingfan, President of the China National Nuclear Corporation, emphasized his "personal satisfaction with the project and commitment to continued cooperation with Canada."

### A "Team Canada" effort

As the project leader, AECL led an international team to construct the reactors including Canadian, Chinese, Japanese, and American companies. On the Canadian front,

the Department of Foreign Affairs and International Trade and Natural Resources Canada were at the forefront of the "Team Canada" marketing effort led by the Prime Minister going back to 1994.



A view of Qinshan III Unit 2 and Unit 1 (background)

The Qinshan CANDU operation is not only the most successful major foreign infrastructure development project in China, but the CANDU (Unit 1) was constructed ahead of

schedule in less than 54 months—an international record for the first CANDU unit built in any country. The project was also managed efficiently and with high safety standards thanks to innovative planning and construction technologies.

### Future opportunities

To meet the future energy demands of the world's fastest growing economy, China has ambitious nuclear power development plans. The successful and early completion of Qinshan Phase III (Unit 1) gives AECL and the Canadian nuclear industry a significant commercial advantage for future sales in China and throughout Asia.

**For more information**, contact Neil Clegg, Deputy Consul General and Senior Trade Commissioner, Canadian Consulate General in Shanghai, tel.: (011-86-21) 6279-8402, fax: (011-86-21) 6279-8401, e-mail: [neil.clegg@dfait-maeci.gc.ca](mailto:neil.clegg@dfait-maeci.gc.ca)

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Roadmap to China and Hong Kong".)



The Canadian Trade Commissioner Service (TCS) continues to listen to its clients. Here are some highlights from the 2002 Client Survey, our third survey. For more information on our services or for more results about our surveys, visit us at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

### Summary of findings for services delivered during the 2001 calendar year

- Over 1,500 telephone interviews completed with randomly selected clients across Canada
- Interviews with business clients and partner-clients from across the country about some of the more than 15,000 services received around the world
- Very high response rate, 79%, for the third time
- Overall, 79% were satisfied with the service, statistically the same result as in the previous two surveys
- 76% of business clients are SMEs with total sales less than \$25 million annually

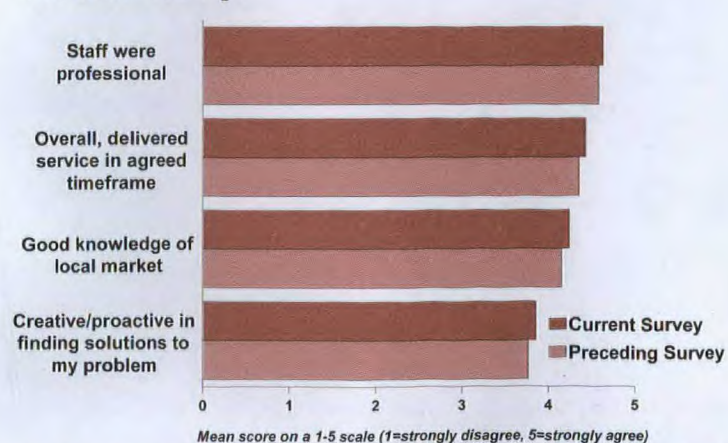
## What matters most to clients?

Attributes valued the most centre around 4 key categories: *professional service, responsiveness, providing value-added benefits, and TCS's contribution to client results*

## How did we do?

**High performance areas:** professionalism, responsiveness, knowledge of local market, saving time and money, and helping make better business decisions

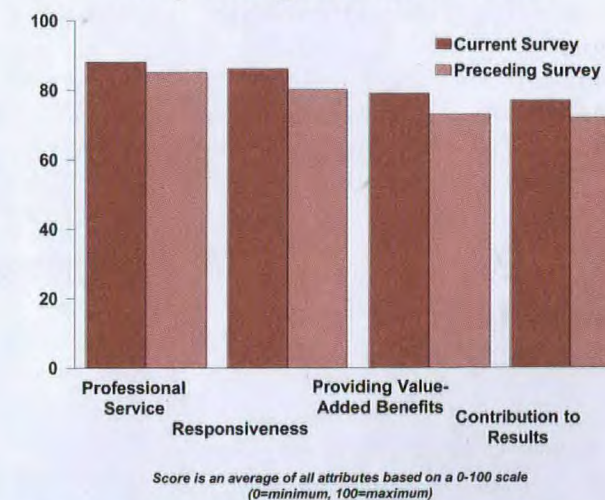
**Main areas for future improvement:** being more creative/proactive in finding solutions, giving more consistent service, contributing to competitiveness, and helping overcome red-tape



## Are we improving?

**TCS improved** on all categories valued by clients

**Greatest improvement:** responsiveness and providing value-added benefits



## What counts for clients? We are continuing to improve by:

- Calling on our managers to concentrate on what clients value most to maintain high satisfaction levels
- Improving consistency by making our staff more accountable for service quality
- Making it a priority to improve communications with clients about when and how to access our services
- Sending training teams to our offices abroad to improve service delivery in certain regions
- Discussing client feedback at a meeting of all our managers worldwide in November 2002
- Personalizing service even more by launching the Virtual Trade Commissioner on the Internet to offer individual Web pages to regular clients

*We always welcome comments and suggestions and invite you to speak to one of our officers by calling our toll-free feedback line in Canada at 1-888-306-9991.*