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President and Founder, Mike Jackson, has found for opening new markets is by participating in international trade shows.

While he has displayed his products at shows in the U.S.A., Germany and Japan, he had never been to ISPO.

According to Jackson, "The Canadian Airlines award helped us attend, for the first time, one of the most prestigious of these events, the International Sporting Goods (ISPO) trade show in Munich, Germany, last January."

As a result, Jackson concluded five new distributorships: in Slovenia, Norway, Italy, Germany and Finland.

"It was really nice," he says, "to be recognized by a large corporation the size of Canadian Airlines."

MicroBio RhizoGen Corporation (MBR) (fax: 306-374-8510)

Based in Saskatoon (the bio-tech capital of Canada), MBR used its award to meet for the first time face-to-face with its clients in Montevideo, Uruguay. (Canadian flew them to São Paulo, Brazil and they connected on to Montevideo).

"We would have found it very difficult to get there on our own," says MBR President Murray Trapp. "Thanks to Canadian Airlines, we can now put a face to our contacts in Montevideo."

The multi-million dollar company, with a staff of 12 (20 during peak production), utilizes a unique way — developed by Atomic Energy of Canada Ltd. (AECL) — of sterilizing peat flour (from peat moss) which is then

inoculated with a naturally-occurring micro-organism, Rhizobium, for use as a seed-dressing or fertilizer for legumes.

"Last year we shipped more than half a million bags of sterile peat flour to Uruguay," says Trapp, "and an even greater order is expected this year."

MBR's three clients in Uruguay are also acting as marketing agents for other Latin American countries, and the company is working on signing technology exchange agreements for new products (bacteria) it is working on.

Growing by leaps and bounds, the less than 10-year-old MBR is also actively pursuing markets in Japan, Thailand and Indonesia, as well as research activities related to plant growth-promoting Rhizo-bacteria for other crops such as wheat and canola.

Lehman Trikes Inc. (fax: 403-349-2552)

As the originator — and now the world's largest manufacturer — of a kit that converts motorcycles into a high-powered tricycle for adults, this small company located in Westlock (near Edmonton) is in a league of its own.

With 98 per cent of sales being export-based, Lehman already had a distributor in Japan, recruited three years ago through a specialized magazine. But they had never met.

"Thanks to Canadian Airlines," says Lehman Partner and General Manager Larry Strilchuk, "we got to meet our distributor for the first time, spend a week there and learn

about their business philosophy which is totally different there."

In addition to helping dispel certain misconceptions, the trip has helped increase business and prompted Lehman to make such visits on an annual basis.

"We expect sales in Japan to increase by 50 per cent over last year's \$1.6 million," says a happy Strilchuk, "and we also look forward to accompanying our distributor to Taiwan in 1997."

Strilchuk and President John Lehman also found out that their distributor in Japan is not only an importer but also a re-exporter of related products, which could open new possibilities for Lehman in Canada.

"When you deal with someone face to face," Strilchuk concludes, "it makes things so much easier."

F.A.S.T. Limited (fax: 604-540-8301)

First Aid and Survival Technologies, a Canadian innovator specializing in the products its name stands for, got its first taste of exports thanks to Canadian Airlines.

"We went to Japan," relates F.A.S.T. President Nadine Miller, "following the numerous requests we had received for our products after last year's disastrous Kobe earthquake."

In addition to firming up a trade-partnering agreement with EKO Trading — with offices in both Vancouver and Tokyo — the small Delta, B.C. company had daily meetings with prospective customers, in addition to attend-

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