

Finding the Right Help

A good place to start is your local Canada Business Service Centre, which connects businesses to the full range of government export services and expertise. Whether you are currently exporting or new to the opportunities of global markets, this service will make it easier to find the right program, service or expert to consult.

Your toll-free call to

1-888-811-1119

is answered by a trained information officer ready to provide answers to your questions and transfer your call directly to the many export service providers available.

The service is available **Monday to Friday, 9 am to 5 pm** in every time zone in Canada.

Numerous export-related Web sites offer a wealth of information on different markets, cultures and customs. Perhaps the best site is

<http://exportsource.gc.ca>

with its powerful search-engine which delves into other sites including <http://atn-riac.agr.ca> (specializing in the agri-food sector), <http://www.infoexport.gc.ca> (export preparation) and <http://strategis.gc.ca> (business).

As well, there are number of great publications covering just about everything you need to know about exporting. *CanadExport*, for instance, is an excellent source for Canadian businesses.

For a FREE subscription, fax your company's name and fax number to

(613) 996-9276

indicating where you read this article.

Team Canada *fosters* TEAMWORK

The benefits from Team Canada are more than just contacts abroad. The trade mission also helped to build new business relationships among Canadian companies.

"People who are together for two weeks do a lot of business among themselves," says Prime Minister Jean Chrétien. "You have a person from Eastern Canada on the plane with someone from the West, and they start to talk. 'What do you do?' 'I build prefabricated houses.' 'What about you?' 'Oh, I live in New Brunswick and I manufacture windows.' By the end of the trip, the house sold by the person from B.C. has windows from New Brunswick."

That's exactly what happened with EJE Trans-Lite Inc. (a division of ConPro Group Limited) of St. John's and the Northern Centre for Advanced Technology Inc. of Sudbury. After Trans-Lite president Fraser Edison explained his company's life-vest technology to travelling companion Darryl Lake of NORCAT, thousands of feet in the air, the two men began shaping a deal to develop a new location-finder and lighting beacon for underground miners. At the end of the mission in Santiago, they signed a promissory agreement that will eventually result in a new made-in-Canada life-saving product with worldwide sales potential.

This scenario was repeated on literally dozens of occasions throughout the course of the mission. For instance, Alec van Zuiden, executive vice-president of Wulftec International Inc. of Ayer's Cliff, had very modest goals when he signed on for the mission; in the hopes of developing a distribution network in Latin America for his stretch-wrapping machines. After signing a \$1.5-million agreement to open a plant in Mexico — a move that will create 30 new jobs in his Eastern Townships plant — he was approached by another Canadian company that had recently signed a deal to finance the largest bottle manufacturer in China. They wanted Wulftec to supply them with pallet wrappers for their Chinese contact. This led to another opportunity with an Argentine bottling and plastics company that had heard about the deal.

"Talk about pay dirt," says a pleased van Zuiden, "— and we're not even in the gold market."

Darryl Lake (left) of the Northern Centre for Advanced Technology Inc. (Sudbury) met Fraser Edison of EJE Trans-Lite Inc. (St. John's) on the Team Canada trade mission and later signed an inter-provincial deal in Chile, witnessed by their respective premiers Mike Harris and Brian Tobin.

