

SHARING TRADE SECRETS

Canadian Airlines Helps Small Business Exports Take Off

Venturing into foreign markets is not the easiest thing in the world. But with support from large, successful organizations such as Canadian Airlines International Ltd., small businesses have an added incentive to learn to "fly on their own".

Success breeds success

The Canadian Airlines Foundation's *Small Business International Expansion Program* was so successful during its initial run last year that the company has decided to double to 80 the number of awards it will present this year (for application details, see article p. 6).

This success reflects the airline's initial desire to share its own success with other Canadian companies, in its search for new ways to help Canada grow.

Small business key to growth

"We believe that small business is the backbone of our economy," says Canadian Airlines Vice-President Tony Johnston. "More jobs in Canada will come from small business than anywhere else," he adds. "By helping small business grow, we in turn can help Canada grow."

With over one-third of Canada's Gross Domestic Product (GDP) dependent on exports, programs like this offer an excellent oppor-

tunity for small business to develop new markets and increase Canadian sales abroad, thereby helping Canadian companies grow and create more jobs.

The program, which is endorsed by the Canadian Chamber of Commerce, also has the backing of Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT) which, through its network of Trade Commissioners throughout the world, is ready to assist Canadian exporters in foreign markets.

Last year's winners... today's exporters

Here's what some of last year's winners had to say about the benefits of the Canadian Airlines program.

Acme Engineering Products Ltd. (fax: 514-342-3131)

The small Montreal manufacturer of gas detectors and scraper strainers (for removing heavy solids from fluid flows like waste water and sewage treatment) is at the

leading edge of environmental control systems.

The 12 employee-strong company chose Brazil as its Canadian Airlines destination because of two factors: an increased environmental awareness in that country, and a phenomenal construction boom in São Paulo.

"As it turned out," explains Acme Vice-President Robert Presser, "the timing was right, and the week-long meetings we had lined up thanks to the invaluable help of the Canadian Consulate General in São Paulo went very well."

Acme pursued negotiations with key Brazilian interlocutors at the American Society of Heating, Refrigeration and Airconditioning Engineers (ASHRAE) Show in Atlanta last February, bringing the company one step closer to concluding a representation agreement and a value-added re-seller (VAR) deal in Brazil.

The company, which currently exports to the U.S.A. (80 per cent) and to Europe, was looking for markets farther afield. "We couldn't have gone all the way to Brazil without the help of Canadian Airlines," admits Presser.

Grubwear Inc./Jackson Snowboards (fax: 519-438-7350)

With just three full-time employees and in its sixth year of operation, this London, Ontario-based streetwear and snowboard manufacturer is already selling in many parts of the world.

As a matter of fact, one of the best ways the company's young

Continued on page 3 – Canadian

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