

SHARING TRADE SECRETS

B.C. Company Pursues Strong Presence in Chile

With a presence dating back to over 30 years in Latin America, particularly in Chile, H.A. Simons Ltd. is well implanted in that part of the world.

Over that period of time, the Vancouver-based consulting engineering firm has carried out over 110 projects of all sizes in some 12 countries.

With more than one-third of the projects undertaken in Chile, that country has by far taken the lion's share of Simons' business in Latin America.

According to company Vice President Latin America, Jack Luxardo, "One reason for our suc-

cess is due to our sustained effort in developing strong ties with our clients, local engineering and consultant partners."

Some of Simons' contracts in Chile include a series of mega pulp and paper projects for two of the major Chilean forestry companies, Celulosa Arauco y Constitucion S.A. (Empresas ARAUCO) and Compañía Manufacturera de Papeles y Cartones S.A. (Empresas CMPC).

Such repeat business is also strongly based on customer satisfaction, a quality that has become second nature to Simons.

Personal contact essential

"In a culture where personal, face-to-face contact is still highly valued," says Luxardo, "most repeat business is obtained through such personal ties and most of our work is repeat business.

"To foster such ties," Luxardo explains, "we have established Simons-CADE, a Joint Venture Office with CADE-IDEPE of Chile, have a full-time Simons representative stationed in Santiago, and assign technical experts to work in Chile, with our clients' counterparts, and as leaders in our local consulting team."

Favourable investment climate

According to Luxardo, the Chilean investment climate is very favourable for the mining and forestry sectors — Simons' main business activity — with potential investment in both areas forecast to exceed US\$5 billion in the next few years.

"The large capital spending," he says, "and our strong presence in

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Intelcan Shines at All Africa Games

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opment Agency (CIDA).

"These are absolutely useful tools to break into a market, but they are not in themselves a guarantee that it will all translate into a contract," Whittall warns. "Patience is still needed for success," he advises.

Local conditions

As for conditions specific to Zimbabwe, Whittall offers the following pointers:

- business people are not keen on long distance business relations;
- frequent travels are therefore required — several times a year;

- constant communication is essential with prospective clients;

- the bidding process is relatively quick.

The 50 employee-strong, multi-million-dollar company has greatly profited by this advice, expecting sales to double within a year.

For more information on Intelcan Technosystems Inc., contact Business Development Manager Mark Whittall. Tel.: (613) 228-1150. Fax: (613) 228-1149.



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