

The IBOC Connection: Telcom Research Negotiates Business Lead with WorldCom Switzerland

Telcom Research believes in making products that stand the test of the time. The Burlington, Ontario company produces time-code equipment used in broadcast and post-production facilities. It also manufactures and exports telephone diallers, which are used to reroute long-distance calls through to another carrier, when connected to telephones, facsimiles or modems.

The international sale

Telcom initially supplied a telephone dialler unit to WorldCom Switzerland for evaluation. The sale was valued at \$15,000. It has since negotiated to provide diallers to a network of WorldCom divisions in Europe, estimated at several million dollars.

The company's international sales manager, Douglas Finch, believes Telcom's consistent product line was the key factor, in winning both contracts. According to Finch, the equipment that Telcom Research produces today is the result of its 30 years of experience in telecommunications. "We build niche products that are dependable. We have products that have been selling a long time. They sell because they meet the clients' needs."

Finch also notes that part of Telcom Research's success stems from Canada's reputation as a world leader in the telecommunications industry. "Canadian companies benefit from such a positive image

because international companies consider us to be competitive and capable manufacturers and exporters of technologically advanced products and services." He believes that the two factors

remain important as Telcom Research continues to expand its distribution network around the world.

The IBOC connection

The International Business Opportunities Centre (IBOC) connects foreign business leads with Canadian companies. IBOC received the trade lead from the Canadian Embassy in Berne, Switzerland and searched for companies that met the trade lead criteria. IBOC informed several companies, including Telcom Research, about the opportunity. Telcom contacted WorldCom Switzerland and, after discussions, negotiated a deal.

For more information about IBOC, visit its Web site at <http://www.dfait-maeci.gc.ca/iboc-coai>

IBOC Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases as well as a large network of business contacts across the country to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at: <http://www.dfait-maeci.gc.ca/iboc-coai>



MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>