

A surprise tender lead has swept Quebec-based Omnitronix Ltd. to the tropical rainforests of Guyana.

Bounded by the Atlantic, Venezuela and Brazil, Guyana is a lush equatorial landscape prone to heavy, often torrential rains. In 1999, through the El Niño Emergency Assistance Project, the government of Guyana issued a tender for flood-monitoring equipment. The International Business Opportunities Centre (IBOC) alerted Omnitronix, experts in the field of environmental monitoring, to the tender. Omnitronix used its technical strength to sway the Office of Hydrometeorological Service in Guyana and land a tender contract worth \$250,000.

Tender teamwork

The tender lead, delivered by commercial officer Lyris Primo at the Canadian High Commission in Georgetown, Guyana, to IBOC's sourcing officer Daniel Lemieux, presented an unex-

pected opportunity for Omnitronix. "It's our first step on South American soil," said Omnitronix President, Roger Teolis, who sees Guyana as a door to a whole new continental market.

IBOC works with Canada's Trade Commissioner Service around the

150 in Hong Kong and 150 in Mainland China with an order for 500 more. And now, Guyana has been added to the list.

"In many of the countries we deal with, water measurements are usually read manually with measurement rods. A person will typically ride his bicycle to a telex or fax facility and

Opening the door to South America

A winning tender

globe to match Canadian companies with international business opportunities. Sourcing experts use a variety of sources and databases to identify Canadian companies that meet the requirements of foreign buyers.

When the lead for Guyana popped up last November, Omnitronix quickly put together a bid and solidified it by teleconferencing with the client's technical people. "We developed a level of comfort with the client who eventually accepted our proposal as the best technical one," said Teolis.

Product development based on need

Omnitronix's success lies in its ability to meet evolving market demands. At the company's inception in 1971, it focused on electrical/electronic testing. In 1983, Omnitronix added a material-testing division. By 1989, an environmental-monitoring division was created after Hydro-Quebec and Environment Canada approached Omnitronix to develop a new instrument to replace the obsolete Leupold Stevens mechanical recorder.

In co-operation with Hydro-Quebec, Omnitronix designed and manufactured a state-of-the-art data logger, which is still in use today having been built to withstand severe environmental conditions. The company has more than 300 of these units installed throughout Quebec,

transmit the data to a central computer facility, often too late for any warnings," said Teolis. Omnitronix's solution is to automate this process, using specialized sensors and data-acquisition units interfaced with local communication systems. The company augments this process with applicable software programs and technology.

Integrated solutions

To bring this package of products and services to market, Teolis developed "Hydrometrix," a Canadian enterprise that regroups institutions and private industries, both locally and internationally, to provide complete solutions for its clients. The effort has paid off. Teolis and his company of 15 employees have networked their technical solutions across the globe to complete deals in Poland, China, Iran, Morocco and Hong Kong.

Omnitronix's specialties include importing and distributing precision test instruments, as well as the development, manufacturing and distribution of leading-edge sensors, data loggers and integrated telemetry systems. Its remote-monitoring products cover a wide range of applications, including flood warning systems, meteorology, dam safety, and water and air quality. In

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International Business Opportunities Centre

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To pursue our international trade leads, check out our Web site at www.iboc.gc.ca (particularly our E-Leads® and Web-Leads®).