

# SHARING TRADE SECRETS

## Personal Contact Crucial To Chile Contract

*An innovative system, combined with a proven track record, helped launch a small Vancouver-based industrial process heat engineering firm into the world of exports — starting in Chile.*

Established 38 years ago, the family-owned INPROHEAT Industries Ltd. had been focusing almost exclusively on the Canadian market and, to a lesser extent, the U.S. market... until a call in the fall of 1994.

That's when it was approached by Compania Minera Cerra Colorado (CMCC) of Chile to look at novel ways of enhancing the copper recovery process at one of CMCC's mines.

### First steps

After a two-month investigation to assess the feasibility of adapting Submerged Combustion to the raffinate process, INPROHEAT was asked to submit a proposal worth some \$250,000 — "but a month elapsed," recalls INPROHEAT'S Director of Energy Systems, Steven Panz, "and we had not heard back from CMCC."

Coincidentally, a month later, INPROHEAT participated in a

workshop organized by Industry Canada and the Canadian Embassy in Santiago.

"While in Chile, we contacted the mine's third party consultant who advised that the mine was possibly considering more conventional heat transfer systems," explains Panz.

Sensing that the job might go sideways, Panz decided to fly to the CMCC mine site some 1,800 km North of Santiago.

### Face-to-face meeting

As it turned out, this was the first face-to-face meeting with the managers of the mine — INPROHEAT's original proposal having been made only through the mine's consultant.

"We had a good discussion and saw for the first time the actual mine site," says Panz. "At the same time," he adds, "management at CMCC saw that there

were some real people behind our proposal, and they were very impressed with a 20 x 30 colour photo of the proposed system presented. Even with detailed fax proposals," he adds, "this important visual aid was clearly worth 10,000 words!"

With a better appreciation gained by both parties during this crucial initial encounter, INPROHEAT returned to Vancouver one week later and resubmitted its proposal to CMCC, and it was accepted.

Although this initial project has been operational for only six months, the mine is convinced of the benefits of this unique Canadian technology, and recently awarded a second strategic contract to INPROHEAT, bringing total sales to the mine close to \$600,000 in under one year.

### Personal contact crucial

Panz realizes that if he hadn't travelled to the mine site and met face to face with the CMCC managers, INPROHEAT wouldn't have won the contract.

"Personal contact is crucial," advises Panz, "and a willingness to listen and work with the customers, understand their process requirements and be flexible to adapt to their needs."

That's exactly what INPROHEAT has been doing.

*Continued on page 3  
INPROHEAT*

CANADEXPORT

ISSN 0823-3330

Editor-in-Chief: Amir Guindi  
Managing Editor: Don Wight  
Associate Editor: Louis Kovacs  
Layout: Yen Le  
Pub Date NOIRE

Telephone: (613) 996-2225

Fax: (613) 992-5791

E-mail: canad.export@extott07.x400.gc.ca

Circulation: 40,000

Ext  
vid  
par  
CA  
Fo  
C  
F  
Y  
N



reproduced for individual use without permission pro-  
However, reproduction of this publication in whole or in  
tion requires written permission from **CanadExport**.

thly, in both English and French, by the Department of  
de (DFAIT), Trade Communications Division (BCT).

a to interested exporters and business-oriented people.  
card. For address changes and cancellations, please send  
weeks.

Department of Foreign Affairs and International Trade,  
K1A 0G2.