

# SUCCESS STORIES

## QNX: SOFTWARE SUCCESS IN MEXICO

QNX Software Systems is a global software provider that offers secure, reliable operating systems for everything from cars to medical instruments to the International Space Station. Headquartered in Ottawa, QNX has been serving the complex needs of the embedded market—with millions of installations worldwide—for more than 25 years. QNX currently has 35 distribution partners around the world.

In early 2003, QNX decided to explore possibilities in Mexico and contacted the Canadian Consulate in Guadalajara to enlist the help of Trade Commissioner Fernando Banos, who prospected potential representatives that could help QNX refine and implement their market entry strategy. This helped QNX find *Gopac Soluciones Integrales S.A. de C.V.*, and a partnership was formed. Gopac is now a “charter distributor” of QNX products and represented QNX at a software seminar in 2004 and an AMT seminar and matchmaking in 2005, both organized by the Canadian Consulate in Guadalajara.

“QNX wanted to put its best foot forward in the Mexican market, and the Canadian Trade Commissioner Service made that possible, by breaking down barriers and quickly identifying the most appropriate distribution partners for our products,” said Kimm Krueger, Director of Indirect Sales Channels at QNX. “Thanks to Fernando’s help, and to the expertise of our distributor Gopac, we are now well positioned to achieve our growth targets in Mexico.”

Raúl Gómez, Director General of Gopac, could not agree more. “Our relationship with QNX has been a successful business experience since day one. They have the best and most reliable product in the market for RTOS and a great engineering and commercial team.” Together, Gopac and QNX have secured contracts with some of Mexico’s most innovative companies.



## NOURISHING SUCCESS FOR CANADIAN AGRI-FOOD COMPANIES IN MEXICO

Canadian agri-food companies will find ample opportunities for success in Mexico. Just ask the Northern Quinoa Corporation (NorQuin) from Kamsack, Saskatchewan. In 2003, they opened an importation and distribution office in Monterrey, after participating in a trade mission to Monterrey and exhibiting in the Canadian Pavilion at the Alimentaria International Food and Beverage Exhibition in Mexico City. Now, their vacuum-packaged NorQuin brand milled flaxseed product is found throughout Northern Mexico in stores such as GNC, H.E.B., Sanborns and Soriana.

According to NorQuin, “Alimentaria gave us extraordinary exposure to the best food distributors in Mexico.” Many other Canadian companies that have exhibited at Alimentaria would agree. In 2005, the pavilion more than doubled in size from the previous year, with 23 Canadian companies and organizations participating. With direct contact to more than 10,000 buyers whose purchasing budget exceeds \$300 million, exhibiting Canadian companies have access to some of the most important players in the Mexican agri-food sector.

Maxi Canada, an innovative Montreal company specializing in processed chicken products, can also attest to the positive impact of exhibiting in the Canadian Pavilion. Maxi Canada’s Vice President of Sales and Marketing, Steven Silverman, commented that “Alimentaria is a great vehicle to see who is out there and understand the market. During the show we were delighted with the high-calibre decision makers that we were able to connect with.” Through one-on-one matchmaking services offered by the Government of Canada, Maxi was able to solidify contact with key decision makers at Wal-Mart and Sam’s. More importantly, the “Alimentaria experience” allowed exposure to key players in the marketplace as well as a very successful launch of Yummy Chick’n Teasers.



# INTERVIEWS

## COMMENTS FROM JOANNE BUTLER, PRESIDENT OF THE CANADIAN CHAMBER OF COMMERCE IN MEXICO (CCCM)

**Advice...** Mexico is a country with amazing opportunities. Canadian companies should thoroughly research their market potential, making use of the many readily available products from the Internet. NAFTA has levelled the playing field and provides clear and transparent rules for doing business, but companies must prepare well to ensure that they understand the processes involved. Canadian companies entering the market should also draw on the support the Chamber and its members can offer, such as contacts and counselling.

**Mexican Perception of Canadian Business...** The Canadian business community is recognized as adapting well to both the culture and the language. Mexican clients tend to identify with Canada since we share the U.S. as our largest trading partner.

**Canada-Mexico Relationship...** As NAFTA turns 12, we are beginning to look beyond the trade agreement at ways to improve and enhance our regional competitiveness and to reinforce and build on existing commercial and political links. CCCM and its members have taken an active role in the CMP to improve opportunities for economic development and investment. We need to continue looking for ways to improve our competitiveness, to improve productivity through regulatory cooperation, and to reduce the costs of doing business by the more efficient movement of goods and by promoting sectoral collaboration in a number of areas.

**Services Offered by the Chamber...** The mission is to facilitate trade and investment between the two countries. It offers on-the-ground support to Canadian companies that are doing business with Mexico, or even thinking about it. As well as hosting high-level business events, the CCCM offers matchmaking and market reports to companies interested in Mexico. The CCCM also has contacts in various fields that can help mentor Canadian businesses that are still getting their feet wet. In fact, there are CCCM Chapters in Mexico City, Monterrey, Matamoros and Guadalajara with almost 400 members nation-wide.

### CCCM Events for 2006

#### Monthly events

- Breakfast conference
- Networking cocktail
- SME workshop

#### Flagship events

- CANCHAM Day – 2006 CEO Forum on Competitiveness (keynote speaker President Fox)
- Lobster gala dinner (fundraiser)
- Canadian Thanksgiving gala dinner



For more information: [www.cancham.mx](http://www.cancham.mx)

## THE MEXICO-CANADA CHAMBER OF COMMERCE (IN MONTREAL)

The chamber is a non-profit organization dedicated to promoting trade and investment between Mexico and Canada. Members are kept abreast of all aspects of the Mexican economic and commercial climate and enjoy many benefits, including networking cocktails and conferences with high-level executives and government officials, access to valuable key contacts in Mexico and Canada, facilitation of matchmaking, and the possibility of promotion and advertising through the Chamber.

The Chamber also assists Canadian and Mexican companies in joint ventures, finding financial support from both governments, investment projects, developing new markets, and looking for distributors and agents of both products and services.

The Chamber will hold breakfast conferences throughout 2006 focusing on topics such as financing in both countries, logistics, border issues, success stories and opportunities. Two major events planned for this year are Tequila Night in September and Success Story: Mexican Wine in November. The traditional Mexican Christmas party, *La Posada Navideña*, is held in December.

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