

Moses Bilagot, as International Development Director of Bilco Consultants Corporation — a Canadian company based in Sarnia, Ontario — is responsible for brokering deals and implementing projects involving huge multinational corporations. "Any small Canadian company can do the same. You don't have to be big to broker international deals. You just have to ally yourself with a big corporation using your expertise and the Canadian international credibility in deal brokering." Bilco is currently involved in implementing three projects in Poland.

Cancer treatment clinic

The clinic, which is a joint venture between three partners — Bilco; Jagiellonian University Medical College in Krakow; and Medicine for Humanity, a U.S. non-profit organization — will be up and running by early 2001. Intended to serve as a model for other clinics in the former



Moses Bilagot (right) with Katowice Mayor Uszok at the Katowice Auditorium during the Climate Change Conference held in that city last spring.

Warsaw Pact countries, one of the main purposes of the clinic will be to act as a centre for information gathering, and research and development, for future medical and pharmaceutical requirements, and to introduce new cancer treatment technology to the region. "This region is one of the largest coal-producing areas of eastern Europe and, consequently, has one of the

highest cancer rates in Poland," explains Bilagot. "We plan to send Canadian equipment and doctors to Poland, as well as involving Canadian pharmaceutical companies."

Multiple projects in Poland

Sarnia consultant brokering deals

Northrop Grumman Corporation is a private sponsor through the FA-18 Jet Fighter Polish Industrial Offset Program, which obligates the defence contractor to reduce any trade imbalance caused by the possible sale of FA-18 aircraft to the Polish Airforce.

Expansion of Katowice Airport and development of Katowice Industrial Park

The second project is the US\$60 million expansion of Katowice Airport and the development of Katowice Industrial Park. The expansion is intended to make the airport a regional hub between Frankfurt and Russia. The first phase of the airport is already completed, and Bilco is negotiating on behalf of a number of Canadian firms for the second phase. Linked to the airport expansion is the development of an industrial park to accommodate future manufacturing development.

Methane-fired power plant

The third project is a US\$5 million methane-fired power plant, which will extract methane gas from an existing coal mine in the Silesia region and will use existing Western co-generation technology. The first phase of the project is to build a 5 MW co-generation plant while the second phase involves a 30 MW system that is fired by both

methane gas and natural gas, and again uses the combined cycle of co-generation technology.

Another smaller project is in development using Canadian tech-

nology and expertise to reduce greenhouse gas. These projects are sponsored by the Department of Foreign Affairs and International Trade and the Canadian Embassy in Warsaw through the Sustainable Cities Initiative, which is mandated to help clean up Poland's environment.

Advice to other Canadian companies

The best advice that Bilagot can offer other small Canadian companies wanting to make international deals is to create strategic alliances and co-marketing initiatives with bigger companies. "If you're small, find a large international company that requires your niche and expertise with which you can form a partnership. I encourage companies to use the trade programs of the Department of Foreign Affairs and International Trade to get a foot in the international door. Use the credibility of our government internationally. In my experience, the majority of the world likes doing business with Canadians."

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