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have grown and naturally turned to the U.S. market for an increasing share of their sales.

This includes component suppliers, software developers, engineering, planning and design consultants, as well as the **Canadian Urban Transit Association's** (CUTA) own education and training services. These various sub-sectors have operated in a synergistic fashion, helping each other build a broad U.S. market.

### Bus builders dominate

"Without major exports, Canada could barely support one major urban bus manufacturer, let alone three," says CUTA Chair Eric Gillespie, General Manager of the St. Catharines Transit Commission.

The three major urban bus builders in Canada—**New Flyer Industries** of Manitoba, **NovaBUS Corporation** of Quebec, and **Orion Bus Industries** of Ontario—directly employ over 2000 people, with over 80% of production bound for the U.S. market. They are among the top suppliers of city buses in the U.S., and together account for well over half of all buses produced by the six major North American builders.

"The Canadian Consulate General in Chicago and the Canadian Embassy in Washington D.C. have provided years of market access assistance to many of Canada's top companies," says Ann F. Rosen, Business Development Officer at the Chicago Consulate General.

### Canadian design, training and software

The planning and design of urban public transit systems has long been the domain of Canadian specialists, with much being exported to the U.S. Be it the design of bus rapid transit systems, operational and planning reviews or terminal studies, chances

are good that a Canadian firm was involved.

The same is true for transit education and training. CUTA is the preferred supplier of training services to the North American public transit industry. Also, Canadian software is often found behind the scenes and in the computers that run the U.S. transit system.

### Opportunities

Pat Amlinger, President of **Daytech Manufacturing Ltd.**—a manufacturer of transit shelters with offices in Toronto and New York—reads the *Transportation Export Review*, a quarterly newsletter written by the Canadian Consulate General in Chicago and distributed by Industry Canada. "The newsletter provides me with a quick read of current industry news and key contacts," says Amlinger. "The exclusive interviews with transit property managers and procurement executives not only provide us with information on upcoming projects, but also assist us in understanding

how to work with a particular transit property.

"Additionally," says Amlinger, "Ann Rosen is useful in making introductions for us in her geographic region, the Midwest U.S." To become a subscriber to this free newsletter, contact Ann Rosen, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca)

**For more information**, contact Dan Mrkich, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 995-0759**, e-mail: [dan.mrkich@dfait-maeci.gc.ca](mailto:dan.mrkich@dfait-maeci.gc.ca) or CUTA, tel.: **(416) 365-9800**, Web site: [www.cutaactu.ca](http://www.cutaactu.ca) ✪

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "The U.S. Connection".)

## Export USA Calendar

**For information** about:

- Trade missions to the U.S.
- Seminars on the U.S. market

Visit the Export USA Calendar at: [www.dfait-maeci.gc.ca/nebs/menu-en.asp](http://www.dfait-maeci.gc.ca/nebs/menu-en.asp)

## Venture Capital Financing Program launched

*The Canadian Consulate Trade Office in San Francisco-Silicon Valley has developed a hands-on program specifically designed for Canadian technology-based companies seeking Silicon Valley financing.*

In order for new Canadian technology companies to launch products in the U.S. and beyond, venture capital (VC) funding is often required. In fact, business development, U.S. market entry strategy and financing have become inextricably linked.

The VC Financing Program at the Canadian Consulate has a number of

components which are designed to assist Canadian technology companies in their efforts to secure financing from Silicon Valley sources. These components can be grouped into three areas:

- **Market information:** Market education on how Silicon Valley company financing works
- **Counselling and preparation:** Client company preparation prior to approaching Silicon Valley investors (e.g., business plan, investor pitch presentation)

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## Nortel Networks in Turkey

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### Well established

Netas has managed to be a pioneer in transferring into Turkey the latest telecommunications technology. Netas—the largest Canadian investment in Turkey—has the most extensive private research and development group in Turkey. The company has played a major role in modernizing and digitizing the Turkish telecommunications infrastructure for 35 years by supplying approximately 12.5 million lines of switching equipment as well as transmission and datacom systems to Turk Telekom.

Netas also provides total communications solutions to its customers throughout Turkey and other countries in Europe, the Middle East, the Commonwealth of Independent States, Far East and Africa to design, operate and market network services supported by continuous online technical assistance.

### Strategic partnership

Aycell is counting on Netas' experience and track record. "We have big expectations from our cooperation with Netas," said Fahrettin Aydin, General Manager of Aycell. "Netas expertise in GSM technology, network solutions and service enablers will support Aycell in reaching its goals quickly and with confidence. Our target is 500,000 subscribers by the

end of 2002," said Aydin. "We will secure this number with high-quality, reliable and value-added services."

For Netas, Aycell represents an opportunity not to be missed. "We are delighted to be working with Aycell, and are focused on bringing to them the benefits of our experience in wireless networks by offering a solution



Darryl Edwards (left), President of Nortel Networks' Central Region, and Sait Gözümlü, President of Nortel Networks/Netas, at the 35th anniversary of the Nortel Networks/Netas partnership

with optimized cost and performance from day one," said Sait Gözümlü, President of Netas. "We have been successful in winning contracts with both established players and new market entrants throughout Europe, and are recognized as a vendor of choice by a number of the strongest players in the European and global markets."

## Venture Capital Financing Program — continued from page 4

- **Partnering services:** Introductions to the most appropriate intermediaries and investors active in a company's marketplace

**For more information** about how the program works, including the application process, contact the Canadian Consulate Trade Office in San Francisco-Silicon Valley, tel.: **(415) 834-3180**, Web site: [www.cdnttrade.com/vc](http://www.cdnttrade.com/vc) or contact one of the VC financing team members whose contact information is listed in the "Contact Us" section of the Web site. ✪

### Trade Commissioner Service

Netas credits the support of the Trade Commissioner Service at the Canadian Embassy in Ankara for its success with Aycell. Gözümlü notes that "former Ambassador Duval and the Commercial Section at the Embassy extended to us valuable and continuous support in dealing with this very important business opportunity. In the exchange of information with the decision makers, the Canadian Embassy contribution was vital to the success we enjoy today. Although we always aim to offer the most effective solutions to our customers, in such competitive markets the offer itself sometimes is not good enough to explain its added value.

"Moreover," said Gözümlü, "Export Development Canada (EDC) made a valuable contribution to the realization of this project. Although our customer eventually chose to finance the project by its own resources, without the timely support of EDC during the negotiations we would not have been able to reach the final stages."

### Future prospects

Nortel Networks, which owns 53.13% of Netas, looks to Turkey as a strategically important country. Netas is very active in markets such as Russia, Kazakhstan, Azerbaijan, and recently in Bangladesh where it has won a contract to digitize its telephone network. Netas believes that the Aycell contract will enhance its competitiveness in these and other wireless markets around the world.

Turkey, therefore, is becoming a major centre for intercontinental communications. Darryl Edwards, President of Nortel Networks' Central Region, sums it up: "The contract with Aycell is a significant achievement for Nortel Networks in Turkey. There are great opportunities there."

**For more information**, contact Can Ozguc, Commercial Officer, Canadian Embassy in Turkey, tel.: **(011-90) 312-459-9353**, fax: **(011-90) 312-459-9365**, e-mail: [can.ozguc@dfait-maeci.gc.ca](mailto:can.ozguc@dfait-maeci.gc.ca) ✪