

SuccessSTORIES

WhiteWater West Industries – Making Waves in Chile

If you've ever ridden a "watercoaster" or surfed a wave pool, chances are the ride was built by Canada's **WhiteWater West Industries Ltd.** The B.C.-based company is the world's largest, most experienced builder of water parks and aquatic attractions. Its rides can be found in amusement parks around the globe, including Paramount-Canada's Wonderland and Disney World. And thanks to a trade lead from the International Business Opportunities Centre (IBOC), Whitewater is making waves in Chile.

"The IBOC lead resulted in a deal to manufacture, supply and install wave-generating equipment for Santa Martina Hacienda – a nature and golf club in Santiago," says WhiteWater's sales manager Kristin Turcotte. "We've had jobs in Central and South America before, but this was our first opportunity in Chile."

About 98% of WhiteWater's jobs are outside Canada, with projects in the Americas, Asia, Europe, Australia and the Middle East. Its biggest market is the U.S., where it has two regional sales offices.

The company is renowned for its expertise in architecture, design, engineering, manufacturing and installation of water park products. The only thing more impressive than WhiteWater's rides is its reputation. During its 20-plus years in business, the ISO-rated company has completed more than 2,000 projects, breaking many world records along the way.



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Natural fibre mission goes to Germany

Rural diversification is one of the main components of Canada's Innovation Agenda, and the search for new crops and value-added processes is a part of the effort to stabilize farm incomes and revitalize rural economies. In addition, the use of renewable resources in traditional manufacturing practices will help Canada to meet its Kyoto goals.

As part of this strategy, Agriculture and Agri-Food Canada, together with the Science and Technology section at the Canadian Embassy in Berlin, organized an "ag-fibre" mission to examine European technologies currently used in the processing of natural fibres into various commercial products. These fibres are obtained from plant sources such as flax (oil seed and fibre varieties), hemp, kenaf, jute and sisal.

The mission started in Bonn with a two-day workshop showcasing European know-how on fibre separation, quality control, fibre logistics and applications that included the pulp and paper industry, construction materials and polymer composites. A number of automotive parts manufacturers used the workshop to



Photo: Hemcore Limited, U.K.

Car parts made from natural fibres



Holding processed hemp during the natural fibres mission were, from left: Steffen Preusser, Canadian Embassy in Berlin; Michael Karus, Nova Institute; and Reg Kontz, Government of Alberta Office in Munich.

present their applications of natural fibres. Workshop speakers came from the United Kingdom, Austria, France, the Netherlands and Germany.

The next three-day tour started in northern Germany (Bremen) and finished in southern Germany. The program included visits to fibre separation companies, a quality control lab, an insulation manufacturing plant and finished with a visit to the DaimlerChrysler luxury vehicle assembly plant in Sindelfingen.

Some 25 Canadian participants represented private industry, the research and development community and government. Industries ranged from consumer goods to automobile industry fibre processors. Participants came from across Canada, with the majority from Alberta, Saskatchewan and Manitoba.

Other foreign embassies in Europe were also invited to learn about

natural fibre activities in Canada, European advancements in this field and to meet Canadian participants.

Next steps

The Canadian contingent held a wrap-up session to plan a strategy to move the industry forward. The goal was to further identify industrial partners and the next steps to advance the ag-fibre initiative. This would include defining standards, choosing partners both in Canada and abroad and selecting suitable markets. Additionally, an Internet platform will be created to facilitate communication between members.

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