



**VIRTUAL
TRADE
COMMISSIONER
PERSONALIZED
INFORMATION AND SERVICES**

***EDC: Helping Accucaps build and shelter its international strategy**

The international trade of soft gel capsules for food supplements and pharmaceuticals is getting a boost from Canadian expertise, now that Accucaps Industries Limited is growing globally with some help from the Virtual Trade Commissioner. In particular, the Virtual Trade Commissioner has opened doors to useful foreign market information and to Export Development Canada's (EDC) export finance tools for Accucaps.

The Windsor-based company is a contract manufacturer of soft gel capsules in custom shapes and sizes, used in the pharmaceutical, health, nutrition and bath & beauty industries. This flexibility in turn has helped Accucaps find a profitable market niche—with a workforce of 400 employees.

About two years ago, the company started to export internationally (that is, outside of the United States, which it now considers a "domestic" market). "When we started planning to branch out internationally, I did a search on the Web, where I came across International Trade Canada's Trade Commissioner Service," says Denis Decarie, Vice-President, Global Business Development, who registered Accucaps with the Virtual Trade Commissioner.

"This also led me to EDC's Web site, where I found its evaluation to determine whether a company is ready to export (EXPORT Able?). I also used EDC's [on-line]

service to get a credit profile on a potential client (EXPORT Check). We have now used it for several other foreign clients," notes Decarie.

"It is very helpful to know if we are dealing with the right company from a financial perspective. You can't rely on simply talking to a person to go ahead and do business with their company, no matter how good a presentation they make. EXPORT Check provided a quick reference to guide us, which was then validated by our credit department. We will also use EDC to insure some of our payables."

Accucaps is steadily increasing its overseas exports, now at about 3% of sales, to markets like Argentina, Belgium, Chile, Denmark, Peru, Taiwan and the U.K., with recent inroads into France.

"By 2008, we forecast that our exports outside North America will reach 10%," says Decarie. "Becoming a global contract manufacturer is part of our mission." And checking out the Virtual Trade Commissioner on a regular basis has become part of Accucaps' international strategy.

EDC provides financing and insurance to help Canadian exporters and investors expand their international business.

To receive a personalized Virtual Trade Commissioner and benefit from EDC services, visit www.infoexport.gc.ca.



**THE CANADIAN
TRADE COMMISSIONER
SERVICE**

Our New Trade Commissioners in Canada and Abroad New 2005-2006 Assignments

As Canada's Chief Trade Commissioner, it is my pleasure to introduce the members of the Canadian Trade Commissioner Service who have been recently assigned to our regional offices in Canada and to our offices abroad.

The trade commissioners featured in this special supplement, together with 900 of their colleagues across Canada and around the world, can facilitate your entry into new foreign markets and provide in-market assistance in the development of your international business.

Every year, thousands of Canadian companies and institutions benefit from the assistance offered by the Canadian Trade Commissioner Service. Once you have researched and selected your target market, I encourage you to contact our trade commissioners. Whether you are exporting for the first time or expanding your existing foreign operations, we are here to help you succeed.

For a complete listing of our offices in Canada and abroad, visit

www.infoexport.gc.ca



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