

## First Canada Business Awards in the Philippines

*"It is important to recognize those who make a difference for our Canadian businesses in the many countries around the world where we operate."* — Minister for International Trade Roy MacLaren.

Five Filipino companies were recognized last month for outstanding contributions in building business relations with Canada.

They were the winners of the first **Canada Business Awards in the Philippines**, presented by Canada's Ambassador in Manila, Stephen Heeney, and Minister for International Trade Roy MacLaren during his highly successful visit to that country.

Chosen for their long-term commitment to Canadian business rather than volume, the selected companies are: ICC (International Communications Corporation); International Bulk Commodities Handling & Trading Corporation (Interbulk); MCA Holdings & Management Corp.; PTC Commercial Corp.; and Textron Corporation.

**ICC**, a major builder of telecommunications infrastructure, recently contracted a \$100-million supply agreement with Nortel, Canada's largest telecommunications company in Asia. The switching equipment and services

supplied by Nortel will help ICC meet the demands of Metro Manila and surrounding area.

**Interbulk's** award was based on the company's dedication to the promotion of Canadian muriate of potash and solid sulphur. In addition to being the exclusive representative of Canpotex Ltd. — making the Canadian company one of the major potash suppliers in the Philippines — Interbulk was also instrumental in Shell Canada's US\$3.4 million sale of solid sulphur to that country.

**MCA** has been tirelessly pursuing the interests of a number of Canadian firms in the expensive and risky business of marketing capital projects in the Philippines. These firms include Ontario Hydro (memorandum of agreement for the San Roque project), West Coast Engineering (supply of steel poles), and ConWest of Canada (hydro program).

**PTC's** success is based on introducing and expanding markets in

the Philippines for Canadian processed food products, including McCain's frozen french fries, fruit juices, and frozen desserts; Labatt's ice beer; and canned salmon. PTC's enthusiastic promotion efforts have tremendously increased consumer awareness of Canadian high-value food products in the Philippines.

**Textron** has facilitated the procurement of Philippine government contracts for a number of Canadian firms. These include SR Telecom, MITEL and SaskTel (a \$80-million contract to install a network of public calling offices).

The Award, which is to become an annual event, is a joint effort of the International Business Development Section of the Canadian Embassy in Manila and the Canadian Chamber of Commerce in the Philippines. It consists of an engraved maple leaf plaque and a framed congratulatory letter signed by Canada's Ambassador.

## Foreign Affairs Wins Award — Continued from page 1

ness experience to identify and profile Canadian companies in a targeted sector interested in pursuing international investment partnerships.

Selected companies are then featured in promotional materials which include a CD-Rom version containing footage of company CEOs promoting their firms. These materials are used extensively to support presentations by outside consultants in seminars or roundtables usually hosted by

Canadian missions abroad. Consultants are also available for follow-up with local business executives and to facilitate subsequent liaison between potential foreign and Canadian partners.

This approach, which began some seven years ago when DFAIT's Investment and Technology Bureau was part of the former Investment Canada, has been instrumental in assisting small- and medium-size enterprises (SMEs) in finding international

partners. According to Jon Church, Director General of the Investment and Technology Bureau at DFAIT, it has been successfully applied in Europe, the U.S., Mexico and, more recently, in Asia. In Western Europe alone, it has resulted in an average of 30 to 40 deals annually.

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