

SMART Technologies Inc.

- Calgary, Alberta
- Nancy Knowlton, President, COO and Co-Founder

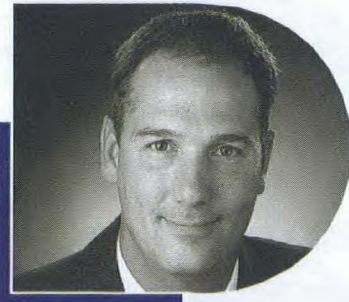


SMART Technologies is an international market leader in developing products that help people meet, teach, train and present—whether they are in the same room or in remote locations. This innovative technology company introduced its first interactive whiteboard, the SMART Board™, in 1991. Strategic alliances and R&D investments have enabled SMART to sell its products to companies, governments and educators spanning the globe.

www.smarttech.com

Spielo

- Moncton, New Brunswick
- John Manship, CEO
- **Job Creation Achievement Award**



In only 12 years, gaming product manufacturer Spielo has grown from a small Maritime company to an industry leader in the competitive, high-stakes gaming industry. Spielo designs, manufactures and operates high-technology gaming products that are setting the standard for innovation. Spielo's award-winning line of video lottery terminals is capturing major contracts worldwide, most recently in the Netherlands and the U.S.

www.spielo.com

NATIONAL POST National Post is committed to providing stories and information Canadians need in order to compete and win "across the street and around the world." It is understood that every Canadian business that succeeds in the global marketplace not only inspires other Canadians but enhances our collective prosperity. National Post is proud to sponsor the Job Creation Achievement Award.

Sun Life Financial Sun Life Financial is a leading international financial services organization providing a diverse range of wealth accumulation, protection products and services to individuals and businesses. Operating in key markets worldwide including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda, we understand the challenges facing exporters. We are pleased to sponsor the Challenging Markets Achievement Award.

WD Western Economic Diversification Canada Proud sponsor **Western Economic Diversification Canada (WD)** is the federal government's economic department in the west, working through partnerships for innovation, entrepreneurship and sustainable communities. WD has the honour of presenting the Lifetime Achievement Award, and has the satisfaction of seeing our program participants among the nominees.

PORT VANCOUVER The Port of Vancouver is Canada's largest and busiest deep-sea port and ranks number one in North America for foreign export tonnage. The Vancouver Port Authority has developed a team of experienced Port representatives located in key Asian and North American markets to help customers explore market potential and develop trade opportunities in some of the world's most dynamic trade regions. The Vancouver Port Authority is proud to be a corporate sponsor of the Canada Export Awards.

Export Award winners, have relied on EDC to help them grow globally. As Canadians reach for new heights, EDC offers them trade finance and risk management services that make it easier for Canadians to sell abroad and for foreigners to "buy Canadian."

RBC Global Services, as a part of RBC Financial Group, recognizes that innovation and technology are the fuel that drives today's global export business. For over a century we have provided trade finance services, working alongside industry leaders and those companies that push beyond their boundaries and challenge convention. RBC Global Services is honoured to support the Canada Export Awards with the Innovation and Technology Achievement Award.

Canadian Manufacturers & Exporters (CME) is pleased to recognize export champions and be a sponsor of the Canada Export Awards. As Canada's leading business network, CME successfully represents the interests of Canadian business and keeps members on the competitive edge of world-class manufacturing and trade. CME members represent 75 percent of Canada's manufacturing output and 90 percent of exports.

EDC Exportation et développement Canada **Export Development Canada (EDC)**, sponsor of the Smaller Exporter Achievement Award, salutes Canada's export champions. For over half a century, Canadian companies of all sizes, including many Canada

For more information about the 2002 Canada Export Award Winners and an application form for the 20th anniversary, 2003 Canada Export Awards, visit: www.infoexport.gc.ca/awards-prix

Trade secrets

Marketing guide for artists exporting to the U.S.

This publication, commissioned by the Department of Foreign Affairs and International Trade's (DFAIT) Arts and Cultural Industries Promotion Division, is meant to assist Canadian makers of high-end, one-of-a-kind contemporary crafts who wish to sell at the wholesale level in the U.S. whether they are seasoned exporters or are looking at the American market for the first time.

specific to the fine contemporary craft industry.

The chapters on exporting provide guidance to artists on such topics as how to convert prices for the U.S. market, how to classify goods and fill out U.S. Customs paperwork, and how to get artists' work back into Canada. Also included are U.S. immigration issues Canadian artists must consider, as well as relevant Web sites and other references. A list

additional comments. Armed with this information, artists can do the homework needed to identify the right galleries and professionally pursue these leads.

This guide is available to Canadians only. Copies can be ordered by contacting DFAIT's Enquiries Service, tel.: **1-800-267-8376** or **(613) 944-4000**.

For more information, contact Dana Boyle, Business Development Officer, Canadian Consulate General in Minneapolis, tel.: **(612) 332-7486, ext. 3358**, e-mail: dana.boyle@dfait-maeci.gc.ca

The Canadian Craft Federation, the provincial craft councils and various trade and economic development-oriented organizations who assist Canadian artists of fine contemporary craft, make up a secondary audience.



Garland coffee table by Peter Fleming, courtesy of the Ontario Crafts Council

Getting connected This hands-on guide, authored largely by glass artist and educator Lou Lynn of British Columbia, provides practical marketing advice. Included are tips on how to promote oneself as a professional artist abroad and advice on working with American galleries. A separate chapter deals with additional marketing channels such as shows, museums, the Internet and professional associations—all

of Canadian government officers at the Embassy and consulates in the U.S. offers Canadian artists key points of contact for additional market intelligence and individual assistance.

Know who's who Perhaps most valuable of all are the detailed profiles of over 140 commercial galleries in the U.S., representing the top venues in the nation for selling fine contemporary craft. This information is useful for the export-oriented Canadian maker of high-end, one-of-a-kind contemporary crafts and cannot be found elsewhere. Not only are all of the galleries profiled willing to carry work from Canada, over 25% of them currently represent Canadians. Many of these galleries expressed an interest in carrying the work of additional Canadian fine contemporary artists.

Each profile includes the name of the gallery director, a Web address so that artists can take a virtual tour, information on the gallery's focus, a sense of who they currently represent, submission procedures, terms and

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

Military technology showcase
WEST 2003

SAN DIEGO, CALIFORNIA — January 14-16, 2003 — Join the Armed Forces Communications Electronics Association's (AFCEA) **WEST 2003 Annual Conference and Expo** which attracts the military's most qualified technology professionals.

The Canadian Consulate will cost share exhibit space for Canadian companies and co-host the networking reception with AFCEA San Diego. AFCEA International is a premier non-profit association representing professionals in communications, electronics, intelligence and information systems.

For more information, contact Jeffrey Gray, Business Development Officer, Canadian Consulate General, Los Angeles, tel.: **(213) 346-2752**, Web site: www.west2003.org/