

M3i Systems Inc. — *Continued from page 2*

invitation to attend a seminar in Shanghai — a city of 11 million people — in 1992. That, in turn, led to a small contract with the Shanghai Electric Power Company with most of the money being put up by the Canadian International Development Agency (CIDA) and M3i.

"We didn't make much money on this project," admits Jian Zhao, M3i's Regional Sales Manager for Asia-Pacific, "but it proved to be a good marketing tool."

As a matter of fact, this led to a second contract with Shanghai Electric last year. Although worth only \$200,000, it again demonstrated a strong show of interest on the part of the Chinese.

But most important, both contracts came in handy when the PTA project came up for bids.

Winning combination

"The very first lesson that we learnt," Zhao advises, "is to have a good local agent." This, M3i did early in the year.

Although M3i had been talking to PTA back in November, it was really the local agent, FLIC, that advised the company that the telecom deal was up for grabs.

The agent immediately brought

the prospective customer to see M3i's products and services at Shanghai Electric. Seeing the M3i control room display installation in action had a positive influence on PTA's decision.

There followed two months of intense negotiations on the technical specifications of the project.

By then, M3i had found out that a Belgian, as well as a major American company, were also on the bid shortlist.

Suddenly in May, right in the middle of the technical negotiations, the door opened and in came the Chinese commercial negotiation team.

"I knew there and then that we were on the right track," says Zhao who was one of M3i's negotiators.

It took another two weeks of intense negotiations before M3i won out over its competitors.

Canadian Consulate help

In addition to the importance of engaging a good local agent, Zhao is very strong on enlisting the support of Canada's Trade Commissioner Service.

"The Canadian Consulate General in Shanghai gave us valuable information as to which

Chinese officials to contact," he says, "in addition to hosting the actual contract signing in the Consulate itself.

"The Chinese consider such official Canadian backing very important," Zhao says, "as it adds credibility to Canadian companies."

Other opportunities

The multi-million dollar and 450-strong — mainly software engineers — M3i hopes that this latest contract will lead to further opportunities in China.

As Zhao put it, "We are proud to play a part in Shanghai's emerging role as a centre for technological advances in Asia, and to showcase Canadian technology."

With close to 80 per cent of sales based on exports in North America, Europe and Asia, M3i is gearing up for new markets in Southeast Asia and China through participation in trade fairs this fall in Singapore and Shanghai.

For more information on M3i, contact Jian Zhao, Regional Sales Manager for Asia-Pacific. Tel.: (514) 928-4600, ext. 2342. Fax: (514) 442-5076.

Canada Captures Gold — *Continued from page 1*

beamed, direct, from the Canadian Pavilion to television outlets in Toronto, Montreal and Vancouver!

In taking home the gold, the team from Canada reaffirmed its highly regarded capabilities and expertise in the world of telecommunications. Equally important, its performance will have a positive ripple effect on **TELECOM** — the world's lar-

gest telecommunications trade show and conference.

More than 100 government ministers responsible for communications and several hundred CEOs of telecommunications businesses worldwide participated in **Telecom 95**. There were 1,000 exhibitors and more than 130,000 visitors, including 1,700 media representatives.

Organized by the Internatio-

nal Telecommunications Union and held every four years, **Telecom** has proved — for Canadians — a great place to leave a lasting impression.

Contacts

Further information on **Telecom** is available from Paul Connors or Wes Rathwell, Foreign Affairs and International Trade, Ottawa, Fax: (613) 944-1008.