

LSC 2+1 Successful at Home and Abroad

Lise Laflamme, President of the Gatineau, Quebec, software maker LSC 2+1, has a prescription to boost business in Canada: arrange for a few hundred business people to cross the nation in a train, aided by mentors and management specialists. You could call it the Domestic Team Canada.

The Team Canada 1997 mission has been doubly successful, says Laflamme, because it has not only promoted Canadian business abroad, but has also allowed firms to make valuable contacts with potential partners within Canada.

This networking on both domestic and international levels is, according to Laflamme, worth more than any government assistance program, and it has made the mission a great success for her firm. Among potential partners Laflamme met on the mission were Computer Devices Canada, CIMA+ and DESSAU Inc.

LSC 2+1 produces software that can make highly specialized maps pertaining to geological exploration, defence planning, the location of public utilities, communications and many other areas.

The company, which now employs about 40 people, got its start with support from the National Research Council and Natural Resources Canada.

Laflamme notes that the Business Development Bank of Canada has also been very helpful with strategic planning over the past several years.

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Lise Laflamme, President

The firm just hit its first \$1 million in sales in the past five months. One third of those sales were domestic, one third were in the United States, and the rest were from other points around the globe.

This Team Canada mission is not the company's first foray into the Asia-Pacific region. The company has had sales in Thailand, including to the nation's army, and has a distributor in Korea. It is now in the process of signing on new distributors in the Philippines that it came on this mission to seek out.

Laflamme recognizes that for the company to grow and to create new jobs, it is critical that it penetrate foreign markets — and not just the United States. "I would hope to have 90 per cent of our sales outside Canada in the next year," says Laflamme. "We need that."

If all goes according to plan, Laflamme is optimistic that her firm can reach sales of \$30 million to \$40 million in the next three to four years. The networking

she did with both international and domestic companies will have played no small part in that success.



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