



It takes a contact to make a contact

The CTT Group, an association in the textile industry that helps its members discover new business opportunities, was considering opening an office in China, to better support its members in this market. The first step for the association located in Saint-Hyacinthe was to contact its regional TCS office in Montreal. The TCS introduced the CTT Group to a contact in China, and after evaluating the market, the CTT Group decided to open a Shanghai office.

Members of the CTT Group now know that one good contact can lead to another. The Shanghai office, which resulted from the initial TCS contact, allows CTT Group members such as SilverClear to continue making contacts and business leads in the Chinese market. As an associate phrased it:

"With the platform in Shanghai, we made excellent contacts to market our SilverClear technology, which led to three breakthroughs. Now we've signed a distribution agreement with a Shanghai-based distributor, resulting in sales of at least \$50,000 per month."