

NATURAL RESOURCES

Torngait Ujaganniavingit Corporation

Goose Bay, NF

Torngait Ujaganniavingit Corporation's advice to new exporters is: *"You must have faith and perseverance to build your business. Be innovative in solution development. Find good partners that match your own business philosophy and goals and don't be afraid to change partners when necessary."*

What does Torngait Ujaganniavingit Corporation do? This Labrador Inuit corporation owns and operates a granite quarry. In the second season of operation, 2,000 tonnes of granite were shipped. With the \$130,000 profits made, a second quarry was developed. By 1995, production was valued at \$1 million. In 1998 production was up to 3,958 tonnes and revenues at \$2.3 million. The business continues to grow every year as new technology is acquired, allowing for higher quality products, more employment and higher yields.

What is Torngait Ujaganniavingit Corporation's experience in exporting? Unlike the natural progression of most businesses (selling in the local market before exporting), 100 percent of Torngait's sales has gone to Italy. Now Torngait is exploring the US and Canadian markets.

To provide top-notch service to its European export market, Torngait's managers knew from the beginning that they needed a stone marketing partner in Europe. In 1996 they joint ventured with two European partners to market their product in Europe. In 1999, when the decision was made to target the US and Canadian markets, they again joint ventured with their Italian agent to form another marketing firm, called Tunnet Inc.

S
E
P
P
S
S
S
t
O
r
i
P
S