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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

SEP 20 2002

Canada



Demand for Canadian equipment

St. Petersburg food processing market

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The food processing/packaging market in St. Petersburg continues to develop at a higher speed than some other industry sectors and offers opportunities for Canadian companies interested in exploring the Northwest Russian market.

Its rapid development started after the August 1998 financial crisis. When imported products became too expensive to most Russians, domestic food producers started to increase the production capacity of their factories,

spurring demand for high-quality food processing equipment. Local manufacturers of such equipment could not meet the increased demand and the quality of domestic equipment does not meet the modern high-tech criteria, although their equipment is highly competitive pricewise.

Canadian reputation strong

This market offers trade and investment opportunities for Canadian companies as equipment needs of the Russian industry remain very high.

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Water bottling line, part of food processing.

Natural resources mission: get on board!

Opening doors to India

Canada's natural resources sectors have an exceptional opportunity to explore one of the fastest-growing economies in Asia.

Minister of Natural Resources, Herb Dhaliwal, is inviting business leaders to join him on a business develop-

ment mission to **India** from **November 10 to 16, 2002**. The mission is intended to open doors to this emerging market, and to show how well Canadian capabilities in the natural resources sectors mesh with India's growing needs.

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CanadaExport

Vol. 20, No. 15
September 16, 2002



SUB-SAHARAN
AFRICA

Canada and Africa



With partnership comes opportunity

Africa is growing economically and looking outward, generating higher demand for imported products and services, joint ventures and investment. With products, services, and capabilities well matched to Africa's needs, combined with the capacity to work in both French and English, Canadian firms of all sizes are finding that Africa, especially sub-Saharan Africa, is a profitable market for a wide range of goods

and services and offers rewarding opportunities for investment.

The Africa Plan

At the Kananaskis Summit in Alberta in June, G8 leaders agreed on an Africa Action Plan in support of the implementation by African countries of the New Partnership for Africa's Development (NEPAD), conceived by Africa's leaders.

Prime Minister Jean Chrétien announced that Canada's contribution to the G8 Africa Action Plan would include increased access to Canadian markets for African exporters, action to strengthen trade and investment links between Canada and African countries, resources for good governance, conflict prevention, education, health, agricultural research and water management.

These announcements, including the \$100 million investment fund which is part of the \$500 million Canada Fund for Africa announced in the December 2001 federal Budget, represent a commitment of \$6 billion by the Government of Canada in new and existing resources over five years to Africa's development.

Market overview

Sub-Saharan Africa — all countries in Africa except the five bordering the Mediterranean — is brimming with opportunity. In 2001, Canada's goods exports to Africa were over \$1.5 billion, of which \$690 million went to sub-Saharan Africa — up 14% over the previous year — while Canadian imports totalled \$1 billion, one third of it crude oil. Sales of services make a major contribution to

Canadian exports; in 2000, service exports to sub-Saharan Africa totalled \$630 million. As a market for Canadian goods, sub-Saharan Africa ranked 19th in 2001, between Venezuela and India.

Canadian companies have carried out projects financed by institutions such as the World Bank and the African Development Bank, partnered profitably to supply services to consumers, and sold goods ranging from used clothing and malt to household burglar alarms and car shock absorbers.

Diverse markets

South Africa is Canada's top trading partner in sub-Saharan Africa. In 2001, the largest sectors from Canada — machinery and vehicles — accounted for almost 30% of total Canadian shipments to South Africa. Other growth sectors were: mining and construction equipment; special industry machinery; communications and electronics equipment; surveying; and food products. South Africa has a critical mass of banking and development institutions that provide financing for African-related projects and offers a bridgehead to other markets in sub-Saharan Africa.

Opportunities

There is a great deal of untapped opportunity. African imports of many competitive Canadian products are modest even though African countries often import significant amounts of similar products from Canada's competitors. The pattern of imports from other partners such as France and the U.S. suggests there could be substantial new opportunities for Canadian suppliers in products ranging from specialised petroleum prospecting equipment to pharmaceuticals.

In terms of investment, Canadian investors hold a minimum of 0.06% of the stock of their total investments abroad in the sub-Saharan Africa region. The new fund for African investment will help Canadians to

continued on page 14 — Business

Playing with the best Slam dunk for Nik Design Inc.

In 2002, the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts underwent \$103 million worth of redevelopment to transform it into a world-class tourist attraction. **Nik Design Inc.**, out of Edmundston, New Brunswick, was an important player in the project.

Big score for Nik Design Inc.

The new 100,000 square foot facility features sporting good shops, restaurants, and a 35,000 square foot three-level museum complete with an 80-foot three-level sphere-shaped atrium hosting interactive displays, a 200 seat viewing theatre, and a full-size basketball court. Suspended from the sphere's 80-foot ceiling is the showstopper — an 18,000 pound state-of-the-art interactive scoreboard complete with running times, scores, and full multimedia capability, constructed in the shop of Nik Design Inc.

"It's a really exciting project," says Tim Shaw, President of Nik Design Inc., who oversaw the construction of the scoreboard. The scoreboard serves as the focal point of the museum, displaying video footage of basketball's greatest moments, biographical sketches of players and it provides lighting and sound for several theatrical productions which highlight various aspects of the game.

"The scoreboard is a crucial part of the museum. We couldn't entrust it to just anyone," explains Raphael Guadalupe, design director for Scenic Technologies Inc. of New York and Project Director for the museum portion of the project. "I was impressed from the beginning with Tim Shaw's ideas and his company's abilities. They've really come through."

Putting the pieces together

According to Shaw, it was a little bit

of luck and the Government of Canada that brought him and Guadalupe together last year. At that time, Shaw had recently returned from Boston as part of Atlantic Canada Opportunities Agency's (ACOA) Export Partnering Program trade mission. One of his pre-arranged meetings with a local scoreboard manufacturer's representative gave him a heads up about the project. He immediately got in touch with Guadalupe and soon was brought on as part of the development team.



Tim Shaw, President of Nik Design Inc., under the Naismith Memorial Basketball Hall of Fame scoreboard in Springfield, Massachusetts.

With a joint investment by the participating companies, the initial trip was coordinated by Industry Canada and the Canadian Consulate General in Boston. Prior to the trip, ACOA set up export training and University students from the University of Moncton conducted market research to identify potential customers in New England.

"Initially, I did not want to pursue some of the leads because they were competitors," explains Shaw. "As it turned out, by meeting the competition, we learned that we had a niche product and that they would be happy to sell our product where theirs would not fit. The contract with the Basketball Hall of Fame is a direct result of the referral by the Consulate and we are still doing business with the competition," says Shaw.

Experience at work

Shaw was involved with the fine-tuning of specification and design. His own team of 8 employees in Edmundston worked with specialists from **A-1 Techno Signs**, a local company with which he had partnered with several times in the past. A-1 constructed the box that houses the technology.

"Our previous experience in custom projects of this nature gave me the confidence that we had the know-how here to do the job," says Shaw.

Advice

"I recommend that exporters look to the Export Development Corporation and the Trade Commissioner Service." Says Shaw, "EDC was a big help in securing our line of credit and was crucial for insurance. Based on previous exporting experience in the U.S., I would also make sure that you take into account the exchange rate, especially over long-term projects."

Appropriately Canadian

"Canada is very much a part of this scoreboard," says Guadalupe. "I think Dr. Naismith would approve." Dr. James Naismith, the man credited with the invention of the game of basketball, was born in 1861 in Almonte, Ontario and created the game while studying in Springfield, Massachusetts.

With Nik Design Inc., the Canadian connection in basketball has once again come full circle.

For more information, contact Tim Shaw, President of Nik Design Inc., tel.: **1-888-645-3374**, e-mail: **shawtim@nikdesign.com** Web site: **www.infolight.net** or Martin Robichaud, Business Development Officer, Canadian Consulate General in Boston, tel.: **(617) 262-3760**, e-mail: **martin.robichaud@dfait-maeci.gc.ca** ✪

Editor-in-Chief:
Suzanne Lalonde-Gaëtan
Managing Editor: **Louis Kovacs**
Editor: **Michael Mancini**
Layout: **Yen Le**
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Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**
E-mail: **canad.export@dfait-maeci.gc.ca**
Web site:
www.infoexport.gc.ca/canadexport

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CanadExport (BCS)
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With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

- **Market Prospect**
- **Key Contacts Search**
- **Local Company Information**
- **Visit information**
- **Face-to-face Briefing**
- **Troubleshooting**

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the second in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca

Looking for a foreign partner? Ask for a *Key Contacts Search*

Once you have researched and selected a target market for your Canadian product or service, your next challenge will be to successfully enter the market. Success in meeting this challenge may well depend on the quality of help and services you receive from key players on the inside.

The Canadian Trade Commissioner Service can help you find those players, through the core service called **Key Contacts Search**.

How can I benefit from a Key Contacts Search?


As a newcomer to a market abroad, you will find it necessary to make contacts and form business relationships with knowledgeable persons within the market. Key players know the local scene and can provide the kind of market-specific information you will need to refine and implement your entry strategy. A

Key Contacts Search can be your key to getting in touch with just the right people.

What will I get from a Key Contacts Search?

When you request a **Key Contacts Search**, our officers abroad will provide you with a list of qualified contacts that may be useful to you in entering and developing the local market. This list may include any of the following:

- potential buyers, partners
- agents, manufacturers' representatives
- distributors, importers
- consultants, accountants
- government officials
- associations, chambers of commerce



Key Contacts Search



Access our market studies and our network of professionals at

www.infoexport.gc.ca

- freight forwarders
- lawyers, patent attorneys
- technology sources
- financial institutions

What information will the officers abroad require of me?

To make the list as relevant to your needs as possible, our officers need to know about your company and your export business plans. In your initial correspondence with the post, wherein you request a **Key Contacts Search**, you should provide the following information:

- Who are the end users of your product or service? Whom do you sell to in Canada and abroad, and how?

- How do you plan to enter the market — export licence, joint venture, or investment?
- How would you describe the typical buyer, distributor, agent, or partner you want to work with in your market?

The quality and usefulness of the list you receive will depend largely on the thoroughness and detail with which you respond to these questions. Good contacts can take years to establish, and officers abroad put their credibility on the line each time they refer a Canadian company to a key player in the market. The better the information you provide, the better assured our officers will be of your company's potential, and the more confidently can they supply you

with useful, specific information of high quality.

Can I contact all of the offices abroad at the same time to gather Key Contacts?

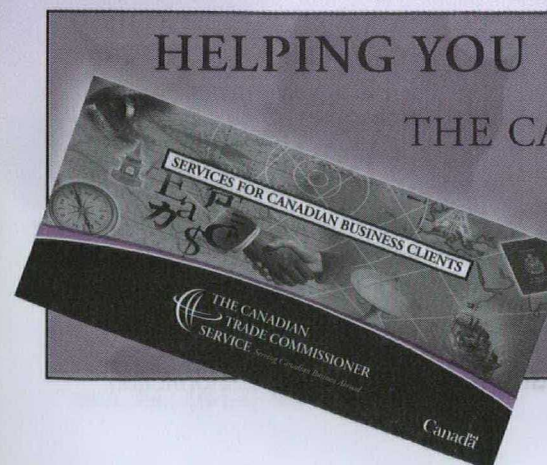
No. Our clients are companies that have researched and targeted potential export markets. To save money and energy, you should focus your efforts on a few markets at a time. For those companies who need help to research and select target markets for their products or services, call Team Canada Inc. at 1 888 811-1119.



If you're ready to talk to key players in the market, the Trade Commissioner Service can tell you who they are.

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE



- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

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The U.S. Connection

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September 11, 2001: One year later Back to business

Prime Minister Jean Chrétien and President George W. Bush have committed to strengthening the security of North America while ensuring that terrorists could not hold our economies hostage. To this end, Deputy Prime Minister John Manley and Homeland Security Director Tom Ridge signed the Smart Border Declaration (as outlined in the last issue of *CanadExport*). Since the signing of the Declaration, officials on both sides of the border have been hard at work implementing the Action Plan. North America, as a result, is back on track.

The Government of Canada has currently dedicated \$7.7 billion to fight terrorism, reinforce public security and render Canadian airports and borders more secure. Businesses and travellers on both sides of the border can rest assured that the border is fully functional, cross-border trade is back to normal, and that the U.S. and Canada are working together to ensure that their borders are even more efficient and trade-friendly than they were a year ago.

Border security

The Free and Secure Trade Program (FAST) will provide a simpler clearance process for lower-risk shipments across the border — those imported by pre-authorized importers and carried by pre-authorized drivers and carriers. Approved participants will use a dedicated "fast-lane", which will significantly expedite the processing of shipments. FAST is the first step in an ongoing effort to align how Canada and the U.S. process commercial shipments by truck, plane, train, or ship.

NEXUS, a program designed to speed the flow of pre-screened, low-risk travellers, is projected to be in place at all major border crossings by 2003. In addition to NEXUS at the border, air travelers will benefit from the same "fast-lane" benefits. An Air-NEXUS pilot project will be launched at the Ottawa

Reminder for Comdex Fall 2002... see page 16!

and Dorval airports in early 2003. This project will use biometric technology to confirm the identities of pre-screened, low-risk travelers and is the first step towards a complete binational Air-NEXUS system.

Immigration and terrorist financing

Canada's immigration and customs services are working to ensure greater accountability and security at our airports and borders. Over 100 new staff have been hired to increase security at ports of entry and new resources

have been allocated to immigration and enforcement activities such as the screening of refugee claimants. Canada's unique approach also places Immigration Control Officers overseas in an attempt to catch terrorists and criminals before they reach the country.

Canada has also joined countries in combatting the international crimes of money laundering and terrorist financing. Any accounts that are deemed to be financing terrorist operations have been frozen. Canada has ratified the United Nations regulations put forth at the International Convention for the Suppression of Financing of Terrorism in 1991 (Resolution 54/109) to aid in eliminating financing of terrorist operations. Also, the Department of Finance has established a financial intelligence unit, the Financial Transactions and Reports Analysis Centre of Canada (Fintrac), to aid in detecting and prosecuting such offences.

Canada and the U.S. have a long and proud history of working together in advancing our common interests, and have built the largest trading relationship between any two countries in the

continued on page 7 — North America

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.can-am.gc.ca/NEBS/runtime/search-e.asp

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

An export primer: The three Cs

Credibility — Putting the CCC behind your export sales

The world of export trade is driven by the 'three Cs': credibility, confidence and contracts. To secure contracts, exporters must first establish their credibility with buyers, demonstrating that they have what it takes to see the job through. This article, the first in a series, explains how Canada's export contracting agency — the **Canadian Commercial Corporation (CCC)** — helps exporters acquire credibility and seize opportunities in markets around the world.

It is the kind of opportunity most companies would pounce on: the chance to establish themselves in the international marketplace by securing that all-important contract with a foreign government or private-sector buyer. The challenge — once you've captured the customer's attention — is to turn that

North America

— continued from page 6

world. In addressing the global threat of terrorism, both countries have quickly concluded that national and economic security are mutually reinforcing objectives and have recognized that the security of our border must be enhanced while facilitating the legitimate flow of people and goods upon which both of our economies depend.

For more information, contact DFAIT's United States Relations Division, tel.: (613) 944-7960. ✪

interest into action. And it hinges on the question of credibility: is your company truly up to the task? And if so, how do you show it?

For many foreign buyers, credibility is determined by a company's size, familiarity and reputation. For some 50 years, CCC has helped Canadian companies establish credibility with foreign buyers. In 2001-2002, CCC worked with nearly 2,000 Canadian exporters, achieving a business volume of \$1.2 billion.

More than a good word

CCC does more than simply put in a 'good word' on behalf of Canadian firms. As part of its due diligence process, CCC makes its own assessment to satisfy itself of exporters' technical, financial and managerial capabilities. CCC stands behind contracts, as prime contractor, with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer.

This support can make a huge difference. Even if you have bigger, better-known competitors, a 'thumbs up' from CCC can reassure buyers that your company is in the same league, with the same ability to meet their criteria, however rigorous.

High stakes

The need for companies to prove their credibility is perfectly understandable considering the magnitude and mission-critical nature of many export trade transactions. This is particularly true in sectors such as aerospace and defence — where contracts are often

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (1-800) 748-8191, fax: (613) 995-2121, Web site: www.ccc.ca

worth millions of dollars. CCC has extensive expertise in dealing with these types of sales — and again, that experience, by association, has positive consequences for exporters using CCC services.

Credibility in an exporter is also the key to securing buyer confidence, and that confidence can mean a great deal when it comes time to negotiate a contract. But we'll save some of that discussion for our next article, which looks at these issues from the buyer's perspective.

For more information about how you can put the power of Canada behind your export sales, contact CCC at 1-800-748-8191 or visit www.ccc.ca ✪

St. Petersburg food processing market

— continued from page 1

Although the food processing market in Russia is mostly dominated by European and Asian companies that have sales offices and/or warehouse facilities in Russia, Canadian-manufactured equipment is popular and has a good reputation. More specifically, purchasers in Northwest Russia are reported to be very interested in Canadian equipment if it is accessible to them. But in order to better compete, more Canadian firms need to establish their presence or have agents in Russia, and set up storage facilities.

Market overview

Because food processing offers the fastest rate of return with minimum investment, food processing enterprises were believed

to be among the most desirable subjects for privatization. But despite some signs of recovery in the sector, most food processing enterprises are not in good shape financially.

Only few Russian domestic food producers have had the chance to increase production, take new market niches and replace expensive imports. Such food processors are major viable buyers of imported food processing equipment. More food processors, driven by the need for better quality food products, will buy equipment in the future as their situation improves.

Following the financial crisis of 1998, almost all foreign exporters to Russia considered establishing local production in order to bring the cost of their products down and increase their competitiveness in the local market. As a



Processed food ends up in the shopping cart.

result, some American and European companies are taking over Russian companies and are becoming solvent customers.

And their number is growing. Foreign presence is particularly strong in soft drinks, beer and milk products sectors. Some European food processing equipment manufacturers are finding

it possible to sell on credit to Russian food processors.

An unlimited market

The market for food processing equipment is virtually unlimited. The need for modern equipment is high. Food processors need to replace up to 50% of production equipment and in some food production sectors up to 70%. Only 20% of food processing equipment is considered to comply with

world standards, according to Russian industry specialists. Over 40% of food processing equipment still in service is over 10 years old. In sugar, butter and fat, tobacco, yeast and confectionery sectors the processing equipment is considered to be mostly worn out.

EUROPE

In general, privatization of state owned food processing enterprises did not lead to a modernizing of the industry. In order to generate immediate and large profits, food plant owners did not invest in food processing. Most Russian food processing enterprises badly need to renovate their facilities and replace old production equipment in order to be competitive in the market. As a result, food processing equipment

suppliers now face a great opportunity to sell to Russian food processing companies if they can provide financing.

In addition, a number of Russian companies want to diversify their business and switch to food processing. These companies include food importers/distributors, companies involved in the oil and gas business, and others that earn hard currency, which they can invest in food projects. These types of companies are not experts in food processing, therefore, they are looking for professional counselling and complete production lines, such as complete mayonnaise production lines or sausage production lines — including packaging machinery.

Investment and development opportunities

Russia's food processing industry provides good investment and development opportunities for Canadian companies. The current situation allows investors to set up local production to replace expensive imports, grow ingredients locally and provide reliable supplies to Russian and foreign food processing enterprises. Some enterprises are even re-exporting to other European countries.

Even after the crisis, foreign investment funds are still being channelled into Russia's food processing industry. And reportedly, none of the projects have failed — despite the post crisis economic difficulties in Russia — further proof that food processing provides good opportunities for equipment sale and investment.

For more information, contact Margarita Sandal, Commercial Officer, Canadian Consulate General, St. Petersburg, tel.: **(011-7-812) 325-8448**, fax: **(011-7-812) 325-8393**, e-mail: **margarita.sandal@dfait-maeci.gc.ca** or Thomas Greenwood, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: **(613) 992-8590**, e-mail: **thomas.greenwood@dfait-maeci.gc.ca** ✉

September 2002

Canada's Young Entrepreneurs Take on the World

A Message to the Canadian business community from the Minister for International Trade, Pierre Pettigrew

From the shores of Newfoundland to the Pacific coast of British Columbia to Nunavut and everywhere in between, Canada's young entrepreneurs are demonstrating their international business acumen. They are making their mark on the global stage and contributing to Canada's international competitiveness.

The young exporters featured in this supplement started their business and their exporting ventures when they were in their twenties, some in their teens, and one when he was 11. They saw themselves at the optimum age — not quite settled down, more willing to take risks than if they were older. They have capitalized on their energy, their passion, and their sheer belief in themselves. Each young exporter featured in these pages has an amazing story of creativity, persistence and success. They share the experiences and innovative strategies that have made them successful.

Along the way, these young entrepreneurs, and others like them, are accessing a growing number of tools and resources designed to help them export with skill and confidence. Whether it is assistance from Canada's worldwide network of knowledgeable trade commissioners or the programs of the Department of Foreign Affairs and International Trade (DFAIT), successful entrepreneurs recognize that they can accelerate their export growth by tapping into the services of the federal and provincial governments. With a team of more than 500 trade commissioners, DFAIT is helping young entrepreneurs expand into international markets. We help businesses with market prospects, key contact searches, foreign company information, visit information and face-to-face briefings. We can help you succeed in global markets. So you, too, can take on the world.


Pierre S. Pettigrew
Minister for International Trade

THE CANADIAN TRADE COMMISSIONER SERVICE LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

To learn more about how we can help your business, log onto www.infoexport.gc.ca or call 1-888-811-1119.

MediaSpark IT Solutions Inc.

■ Sydney and Halifax, Nova Scotia ■ Mathew Georghiou, CEO and Founder

What do you get when you cross the concept of flight simulation with the fun of computer games and the latest in e-learning technology? You get GoVenture®, MediaSpark IT Solutions Inc.'s award-winning series of simulation-based learning products. Started by Mathew Georghiou in 1994 when he was 26, the Halifax-based software development and new media productions company is now recognized as an international leader in simulation-based learning.

When it comes to target marketing, MediaSpark is flying in the face of conventional business wisdom. "We're targeting everyone – schools, universities, business service centres, corporations." But it's precisely that broad market that gives MediaSpark its niche. "Our product is unique in that it succeeds in all those markets. We have no direct competitors, so we're able to build our brand very quickly internationally. If you're only focusing on one market, you're not going to be the simulation learning company."

MediaSpark is, however, targetting one market segment at a time, beginning with education. And tapping into provincial and federal assistance and programs – Atlantic Canada Opportunities Agency (ACOA), Program for Export Market Development (PEMD), leads from the Canadian consulates in the U.S., to name a few – has eased the way into exports. Forty percent of company revenues currently come from exports – largely to the United States, through both direct sales and partnerships with educational publishers such as Boston's Houghton Mifflin. Japan, the United Kingdom and South Africa are also export destinations.

As someone whose company may well have the future of e-learning in its hands, Georghiou has wise exporting advice: "Be prepared – not just in understanding your market but in being financially ready. We know our product has great potential overseas, but we don't want to open the door until we can afford it. We also want to make sure we have a strong partner in each area." When that day comes, as it's bound to, MediaSpark expects its export revenues to soar.

Tel.: (902) 562-0042 E-mail: mg@mediaspark.com Web site: www.mediaspark.com; www.goventure.net

Narli Clothing Ltd.

■ Calgary, Alberta ■ Narda Simpson, Lisette Allan, Co-owners

Narda Simpson and Lisette Allan have good reason to sleep well – and they would if they weren't so busy. The co-owners of Calgary-based Narli Clothing Ltd., who still hold down part-time jobs elsewhere, have developed a special type of baby sleepwear proven to reduce the risk of Sudden Infant Death Syndrome (SIDS). And the Snugbag™ is becoming so popular that the company, incorporated in spring 2001 and already generating 10% of revenues from exports, has had to switch from home-sewers to a Calgary manufacturer to keep up with demand.

"We blew our business plan out of the water by the second month – we're manufacturing 10 times what we projected," says Allan. She modelled the Snugbag™ after the trappelzak, a traditional Dutch baby sleeping bag her family sent over from Holland for her own children. Unable to supply the Dutch product to interested friends, Allan began making her own. And a business was conceived.



Allan and Simpson, just 29 and 27 when they started out, were as cautious with the new business as any parent with a new baby. "We weren't willing to incorporate until we found out if there was a market for our product. So we looked into why trappelzakken are so popular in Holland; we discovered a team of Dutch physicians who had shown that they reduce the incidence of SIDS. Then we did a lot of research into our target market, North America. Only then did we go ahead."

Narli targets American and Canadian parents and caregivers through advertisements in family publications, as well as through its Web site; word of mouth takes over from there. And from California to New York, and even Moscow, babies snuggled in Snugbags™ are sleeping safely.

Toll-free: 1-866-768-4224 E-mail: snugbag@snugbag.com Web site: www.snugbag.com

Cyberteks Design

- London, Ontario ■ Keith Peiris, President, CEO and Chief Creative Director
- Founded company at age 11 (1999) ■ Employees: 10 (plus Canadian and U.S. sales force)
- Exporting since 1999 ■ Export sales: 40-50% ■ Export markets: United States, China

On paper, Keith Peiris sounds like a fairly typical export success. One of Canada's leading Web designers, his company Cyberteks Design established a solid market presence in the United States and then set its sights on China. In February 2001, Peiris joined the Team Canada Mission to Beijing, Shanghai and Hong Kong, and from contacts made during the mission is about to set up an office in China. But one thing sets Peiris apart, even in the category of "young exporter": he began his business venture when he was just 11 years old.



Prime Minister Jean Chrétien and Keith Peiris

Cyberteks Design is ...

an internationally recognized interactive design studio, e-commerce, on-line marketing and hosting company, with headquarters in London, Ontario, and sales offices in Montréal, Toronto, New York, Washington D.C., Maryland, Virginia, Texas, Florida and Michigan. Since

that San Francisco Web development company itself, which showcases Cyberteks' work on its Web site. From that display came Cyberteks' first and second export contracts, respectively

hasn't exploded yet, but we expect it to do so in a few years, and we want to be there before it does erupt."

The mission was highly successful for Cyberteks, which signed a letter of intent with China's largest IT company to open a production office in China in the near future. While on the mission, Peiris also made a presentation at an IT venture financing seminar, and as a result is working with a Chinese investor who attended.

Mentors: Parental and Governmental

Understandably unfamiliar with the ins and outs of business when he started out, Peiris turned to his father for help.

"My biggest challenge was to build the reputation for the company so people wouldn't be scared to put their Web presence at the mercy of an 11-year-old kid."

launching his firm, Peiris has caught the eye of an array of corporate clients, won a ton of awards, and boosted Cyberteks' revenues to six figures, and counting. All this and he continues to go to school!

Capitalizing on Talent

Peiris was in grade 5, designing Web sites as a hobby, when he got the idea to start a business. "I was told I excelled in this field, so I decided not to waste the talent I had. I knew there was a large market in Web design."

Starting in the family's basement, the business grew slowly. "We didn't have a reputation, people hadn't seen our work, and they didn't trust an 11-year-old kid. We built our reputation by getting small clients and demonstrating the kind of work we could do."

Cyberteks, which uses Macromedia software extensively, got a big opportunity to show its stuff from

with Florida company Double D Trucking, and Interep, the largest radio advertising agency in the United States.

Age becomes Advant-Age

Although he had to prove himself as a very young entrepreneur, Peiris watched his age become an asset as the media attention started to come in for the grade-5 student's remarkable business achievements – attention that led to further business.

Peiris also came to the attention of his local Member of Parliament and Parliamentary Secretary to the Minister for International Trade, Pat O'Brien. And that's how he got invited on the Team Canada Mission to China. "We thought it would be good for us to go into a technologically developing nation that would need our type of product in the future. The Chinese IT market

When it came to the Chinese market, another kind of mentor was ready to assist. "We talked to various commercial officers at the Canadian Consulate in Guangzhou and the Embassy in Beijing to find out how to do business and to make sure we didn't make any mistakes. They were all very helpful."

As for the future, Peiris intends to stay with the company as long as he sees potential for growth. He also intends to keep on with his education, which he says will help him run the business more successfully. And for this CEO, there's always time for peewee hockey.

Tel.: (519) 649-6572
E-mail: kpeiris@cyberteks.net
Web site: www.cyberteks.net

Amana Tech Consulting Inc.

- Saskatoon, Saskatchewan ■ Nezar Freeny, President ■ Founded company at age 28 (spring 2001) ■ Employees: under 10 ■ Exporting since fall 2001 ■ Export sales: 90%
- Export market: Arabian Gulf

The United Arab Emirates (U.A.E.) is not a market most young exporters would tackle first. But Amana Tech Consulting Inc. president Nezar Freeny is not your average exporter, young or not. In the competitive world of Web-based solutions, Freeny has carved out a definite niche for his company. He's also discovered that the Canadian and Saskatchewan governments are there to support his exporting ventures. Freeny, could, in fact, be a poster boy for government export programs and services. The half dozen or so he used in his first year of business alone paved the way for his first two, major, contracts in the Arabian Gulf. And he's only just begun.

Not surprisingly, Freeny always knew he would one day run his own business. He didn't know that he would do it in Saskatoon. But that's where he came to do a Bachelor of Computer Science, at the University of Saskatchewan, after living in London, New York, Washington and

traditionally served the Arabian Gulf region, Amana can supply the same service at a lower cost because "we're dealing in Canadian dollars."

The Strategy: Making Contacts

Amana's first export contract – with the multi-billion-dollar Al Ghurair Private Company in Dubai, U.A.E. – was the result of a precisely executed export strategy to build a reputation in a region where "it's who you know before what you know."

In fall 2001, Freeny attended GITEX, the largest IT trade show in the Arabian Gulf, not as an

Amana is ... a Web-based solutions company that provides a comprehensive range of Web solutions, in English and Arabic, to clients in North America and

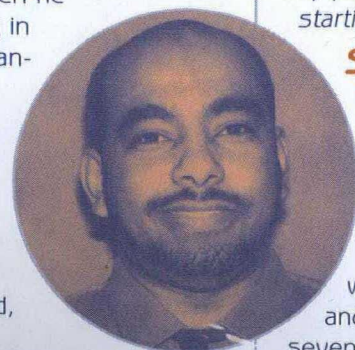
Toronto. Working for a few years to sharpen his computer skills in network administration and software development, Freeny soon recognized there was a gap in the

"As a small business, you should always try to find the government programs and services and use them."

the Arabian Gulf. Amana serves local start-up companies, Middle Eastern-owned businesses in North America, and companies in the Arabian Gulf for which it specializes in providing Web hosting and domain name registration.

From Sudan to Saskatchewan

Freeny developed his business acumen at an early age. He was just seven when he began helping in his father's manufacturing business in Sudan. By the time he was nine, Freeny was the shop supervisor and, in his father's absence, "the man in charge."



marketplace in Canada and abroad for a Web provider with both English and Arabic capabilities.

"I had the language and cultural skills, and I thought I was the right age to start my own business," says Freeny. "In your twenties you're more willing to take risks, you're not completely settled down. Those are the negative things said about young people, but they're actually positive attributes for starting a business."

Service Tailored for Overseas

How does a small IT company from Saskatchewan win, and keep, Arabic-speaking customers on the other side of the world? By offering sales and support 24 hours a day, seven days a week, in their language. As for competition with the U.S. companies that have

exhibitor but as an observer, to see if the market was a good fit for his company and, more importantly, to make contacts. The Government of Qatar, with whom Amana eventually signed its second major contract, in July 2002, was one of the exhibitors Freeny approached at the show.

While he was in Dubai, a personal friend set up a private meeting with the president of Al Ghurair Private Company. After six months of negotiations, Amana had a contract to provide Web hosting services to the 40 businesses owned by the company. "That contract essentially established our reputation in the region, which helped us to get the Government of Qatar contract. The reference provided by Al Ghurair was also very important."

Persistence is also key to Freeny's success: "I kept calling the Government of Qatar. Something came out of almost nothing. You have to keep calling."

The Challenge: Building "Amana"

It's no mere whim that Freeny's company name, Amana, means "trust" in Arabic; building trust constitutes his biggest challenge as a young entrepreneur. "Most of the CEOs we deal with are twice my age, and most older people are not quick to trust someone much younger, especially when it comes to signing a large business contract."

Key to winning the Dubai contract was the fact that the Al Ghurair president trusted the "middleman," who in turn trusted Freeny. For other contracts, Freeny sends prospective clients a list of his accomplishments and credentials before he meets them. "It creates a certain perception ahead of time, so they're not as likely to ask for the man in charge when they first see me."

Plethora of Program Assistance

If the number of federal and provincial government programs and services that Amana has already used in its exporting ventures is any evidence, Freeny definitely knows governments are there to help. He first approached the International Trade Centre in Saskatoon, which connected him with the Canadian Consulate in Dubai. The Consulate provided him with helpful market information and, at Freeny's request, took part in the official signing after Amana landed the Dubai contract. "It's important in the



L to R: Tim Marshall, Fouad Soueid, Janea Bellay, Hatem Al Sibai, Christopher Thornby. Contract signing at the Canadian Consulate in Dubai, between Amana Tech Consulting Inc. and Al Ghurair Private Company, May 2002

U.A.E. to have your government involved. We're a small company from Saskatchewan, so no one really knows who we are. Having the Consul by our side gave us credibility. The Consulate also arranged for a lot of media attention while we were there. That has helped establish our presence in the region."

Freeny credits a good part of his company's success to its location in Saskatoon's Innovation Place, a research park developed by the Saskatchewan government. "We always have other people we can share ideas with, and the Internet infrastructure is superb. These kinds of things are very difficult to find if you're just renting an office somewhere on your own."

Amana also received market research reports from the Saskatchewan Trade and Export Partnership (STEP), saving it time and effort in leg work.

Freeny hired his marketing director under Human Resources Development Canada's Youth

International Internship Program – and also used the program to send her overseas to sign the Dubai contract.

Patient Advice

Freeny's advice to young exporters can be summed up in one word: patience. "It's like going to a movie. If you're not patient enough to wait in line, you're not going to get in."

"Know ahead of time that when you approach a potential customer, they are going to say 'no.' Take those 'no's' and convert them into 'no's for now.' Then contact them again in two to three months when you have more experience under your belt. Keep calling."

Tel.: (306) 933-9825
E-mail: info@amana.ca
Web site: www.amana.ca

Flash Sports Inc. (Flashed Climbing)

- Calgary, Alberta ■ Walson Tai, President ■ Founded company at age 22 (1994)
- Employees: 5 full time, 2 part time ■ Exporting since 1999 ■ Export sales: 31%
- Export markets: United States and Japan

Walson Tai's success in the export world is no real surprise. For Tai, exporting is like exploring – both require careful research before forging ahead into new territory. And exploring new territory is what this sport climber loves to do. Exploration, of course, can take you to places you weren't planning to go. In 2000, Tai went looking for U.S. distributors for his climbing gear company at North America's largest outdoor retailer trade show. He came away with a one-year exclusive contract with a Japanese distributor – and an unexpected new market that has substantially contributed to the quadrupling of Flash Sports Inc.'s revenues in the last year.

Flash Sports is ...

a manufacturer of clothing and equipment for sport climbing. Flash Sports – more commonly called Flashed Climbing – specializes in a quick-drying chalk and crash mats for bouldering, a form of rock climbing done without ropes, in which the climber

goes only to a height that would not produce injury if a fall were sustained. The bouldering mats, innovatively designed to double as a backpack, provide for safe landings. With its unique products, Flashed Climbing is creating a niche for itself in the fastest-growing segment of the sport climbing market.

Starting to Climb

An avid rock climber since he was 15, Tai in his late teens developed and began selling an innovative chalk to fund the travel expenses for his climbing habit. As sport climbing grew in popularity, so did Tai's sales. In

Program for Export Market Development (PEMD) got Flashed Climbing to its second Outdoor Retailer trade show, in Salt Lake City, in summer 2001.

"When we went searching for government assistance to get into exports, we thought we were going to be dealing with a bureaucracy, but that wasn't the case at all. As soon as I walked into the International Trade Centre in Calgary, the commercial officers were all super keen to help us. PEMD opened up a lot of doors for us; we got three more Japanese distributors from the show. As a Canadian manufacturer with products that have great export potential, I realize we fit that program to a 'T.' We will most definitely apply for it again."

"Exporting is like exploring a new climb. I research the guidebook, talk to other people who have done the route, find out as much as I can before I climb. Exporting is pretty much the same, which is why I enjoy my job so much."



1995, Tai and his wife Rhonda incorporated the company, and Tai began door-to-door sales in western Canada. It was his development of the bouldering mat in 1998, and subsequent interest from U.S. retailers through his Web site, that opened Tai's eyes to his products' export potential. He left the Climbing Centre, which he and Rhonda also co-own and Rhonda still runs, and went to work full-time for Flashed Climbing.

Exploration – with PEMD Help

Flashed Climbing's export strategy is to exhibit at trade shows in the U.S. – its target market – in order to find U.S. distributors and retailers. Assistance from the Department of Foreign Affairs and International Trade's

Surprise Destination: Japan

"Quite honestly," says Tai, of his surprise success with Japanese distributors, "we didn't know about Japan. We're finding that the Japanese distributors are always willing to bring that next new hip product from North America. We didn't realize there was that much potential." From the first Japanese order, that "potential" translated into 40% of Flashed Climbing's sales in 2000.

As for distribution, Tai now realizes that going from exclusive to open distribution, as he did, was not the best way to maximize exports in Japan. "We kind of did it backwards. Having open distribution gets your product across the country faster because, as we discovered,

certain distributors cover certain territories. Now that we're known in that market, now we're ready to go exclusive."

Biggest Boulder

Tai's biggest challenge is finding the right distribution networks. "There are lots of distributors, but we want to find the ones that understand the bouldering market and our company's growth potential."

Obtaining financing is another big hurdle. Tai has so far been unsuccessful with the chartered banks. Flash Sports is financed one-third from the Tais' second company, the Climbing Centre, one-third from the couple's savings, and one-third from private investors.

"Climbing" Strategy

Motivated as he is by love for both his hobby and his hobby-related business, Tai is not only finding his markets, he's creating them, encouraging others to take up the sport – something he calls 'educating' his potential market.

Flashed Climbing also sponsors a climbing team whose members act as an informal sales force for the company, wearing its gear, giving it exposure, and promoting it to retailers close to climbing competitions. "We call them our ambassadors."

Motivating Advice

"The most important thing is motivation, and that is derived from loving what you do."

Tel.: (403) 252-6779
E-mail: info@flashed.com
Web site: www.flashed.com

Cormier Brothers Fisheries Ltd.

- Cap-Pele, New Brunswick
- Ricky and Timmy Cormier, Co-owners

It isn't easy making a living in the east-coast fishing industry these days. But Ricky and Timmy Cormier have netted themselves a niche as fish processors in Cap-Pele, New Brunswick – a region that produces 95% of the world's smoked fish. The brothers established **Cormier Brothers Fisheries Ltd.** in 1999, when Ricky was 28 and Timmy 25. Exports are key to their success: 90% of Cormier Brothers' revenues come from exports of its smoked herring and salted mackerel to the United States, the Dominican Republic and the Republic of Haiti.

The brothers come from a fishing family, but they didn't know anything about fish processing – or exporting. Not that they let it stop them. They hired experienced workers to help them learn the ropes of fish processing. As for finding agents and distributors, other local companies and the federal and New Brunswick governments have been there to assist. The distributor for Haiti, for example, came from a list of local fish buyers provided by the Canadian Embassy in Port-au-Prince.

Exports, says Timmy, are the way to go. "We're still working on finding new markets through the Canadian embassies, and developing new products. To succeed you have to keep expanding and creating new products. And," he adds, "never give up."

Tel.: (506) 577-0261 E-mail: cormbros@nb.aibn.com

Gladu Tools Inc.

- Marieville, Quebec ■ Jean Gladu Jr., President

Inheriting the family business might seem like having your career handed to you on a silver platter. But when you're just 22 years old, and the family business is Canada's leading manufacturer of custom-made tools for the woodworking industry, employing 144 people, and you find yourself in charge years before you're expecting to – well, then the challenges are perhaps even more daunting than those of most young entrepreneurs. Becoming the president of **Gladu Tools** after his father's sudden death in 1996, Jean Gladu Jr. knew that any decisions he made would be big mistakes that could kill the company – or take it to a new level of success.

His advice from the lessons he learned in his first few years at the helm of the Marieville, Quebec-based company, which exports 50% of its tools to the United States and now has almost triple the number of employees, are valuable for any young entrepreneur:

"Don't be shy to surround yourself with the best in their field, even if they're better than you are. The stronger your team is, the greater your success will be."

"If you have an idea or a project, make sure you're ready before you act. Don't rush your decisions. That's what I learned the most: to plan more."

"Adapt yourself to your market. The management you put in charge of an area should be local management. We have an office in Texas, and it's managed by Texans. They know what we want to achieve at Gladu, but they can also make sure it's going to work in that region."

Toll-free: 1-800-363-9117 E-mail: gladu@gladu.com
Web site: www.gladu.com

Garrison Guitars

- St. John's, Newfoundland ■ Chris Griffiths, President
- Founded company at age 26 (2000) ■ Employees: 63
- Exporting since fall 2001 ■ Export sales: 94%
- Export markets: United States, United Kingdom, Europe, Asia, Australia, New Zealand

Newfoundland and Labrador New Exporter of the Year 2002, Entrepreneur of the Year 2002, Outstanding Incubator Graduate ... the awards keep coming for Garrison Guitars. And deservedly so. Company founder Chris Griffiths not only invented a revolutionary acoustic guitar technology, he also recognized from the very beginning that the domestic market would not be big enough to justify the scale of his operations. Garrison, in fact, was conceived to go global. And gone global it has: Garrison's first year's production has been entirely pre-sold for distribution throughout Europe, Asia, North America and Australia.

Garrison Guitars is ... one of Canada's largest acoustic guitar manufacturers, with a state-of-the-art manufacturing facility located in St.

1993, when he was just 18. "Absolutely, I cut my teeth on Griffiths Guitar Works," says Griffiths, who first sketched the idea for GABST™ on an airline napkin six years before opening

The Company before the Company

Launching a successful company at age 26 is a remarkable feat, no question, but Garrison Guitars isn't even Griffiths' first company. He opened Griffiths Guitar Works – now the largest custom guitar store in Atlantic Canada – in

matched me with a mentor who was manufacturing and exporting all over the world and had great experience to share with me."

Investment Challenge

One of Griffiths' biggest challenges has been raising the money to make his idea a reality. The Genesis Centre introduced him to an investment capital company, but it was up to Griffiths to develop the relationships (including with private investors he found on his own) that would bring in the investment he needed. "The investors appreciated the technology I was developing but wanted more development in my business

"We were born with the understanding that we were going to be global."

John's. The company's patented Griffiths Active Bracing System™ (GABST™) has revolutionized the way acoustic guitars are made, replacing the more than 30 individually machined and installed wood pieces found in traditional bracing systems with one seamless glass fibre component. The technology adds more structural integrity to the instrument and increases acoustic response – not to mention reducing manufacturing time from several hours to 45 seconds. Rob Baker (The Tragically Hip), Maureen Ennis (The Ennis Sisters), and Ed Robertson (Bare Naked Ladies) are just some of the Canadian artists who play Garrison Guitars.

the doors of his manufacturing facility in September 2001.

Incubation at Genesis Centre

What do you do when you've got a multi-million-dollar idea but no technical know-how to follow through? You find a business incubation centre. Griffiths entered the Genesis Centre (a public-private-sector incubator for high-tech start-up companies in St. John's) in 1997, where he gained access to the marketing, financing and management expertise of world-class mentors and consultants, as well as to Memorial University's Manufacturing Technology Centre.

"Our three years in the Genesis Centre were extremely valuable," says Griffiths. "We relied heavily on the university to help us with research. And the Centre

plan with respect to how the market was going to react. They sent us off to do more market research. In the end I wrote three business plans as we got new information."

Now he has a challenge not many companies face in their first year: "managing strong growth."

The Strategy: Trade Shows and Contacts

Attending trade shows is key to Garrison's export strategy. The company unveiled its prototype guitars and GABST™ at the Winter National Association of Music Merchants (NAMM) 2000 in Los Angeles – to incredible response. But its marketing began even before the show. Using the database of 2,700 registered distributors supplied by NAMM, Garrison contacted

Ecowise

- St. John's, Newfoundland
- Nycki Temple, Owner and Operator

What do you do if you're a retailer offering eco-friendly products made from hemp but you're having trouble finding products – and incidentally your sister is looking for employment? If you're Nycki Temple, owner of the retail store Hempware in St. John's, Newfoundland, you hire your sister, Paula March, to produce the products you need. Then, with March as partner, you set up a full-fledged manufacturing company and begin advertising to retailers across North America.

Established in 1999 when Temple was 24, Ecowise manufactures products such as re-useable coffee filters, guitar straps and pet accessories, all made from hemp and other fibres that constitute sustainable resources. Cutting her teeth on her retail operation, which she started at age 21, Temple is not shy to admit she's learned through her mistakes. She currently exports 15% of her hemp products to the United States, mostly to smaller retailers responding to her magazine advertisements and Web site. She's now doing more focused market research so she can actively target potential U.S. customers.

Temple knows that potential customers need to see her products. That's not easy for a Newfoundland entrepreneur. "You can't do just a little road trip from the island; every trip is a huge road trip." Temple has learned to make the most out of a trip by exhibiting at trade shows and by contacting customers ahead of time to let them know that she'll be there and entice them to attend.

One customer Temple knows she can count on to buy her hemp guitar straps is fellow St. John's company Garrison Guitars (see p. 8).

Tel.: (709) 753-9473 E-mail: info@ecowiseproducts.com
Web site: www.ecowiseproducts.com



Tel.: (709) 745-6677
E-mail: info@garrisonguitars.com
Web site: www.garrisonguitars.com

SME Advisory Board

The Small and Medium-sized Enterprises (SME) Advisory Board provides SMEs with the opportunity to give feedback on DFAIT's existing programs and services and serves as a forum for testing new ones. Meeting twice a year and reporting directly to International Trade Minister Pierre Pettigrew, the 17-member board is made up of senior executives of companies representing a range of industry sectors across the country. Two of the young exporters featured in this supplement, Garrison Guitars president Chris Griffiths and ZeddComm Inc. president and CEO Emad Rizkalla, serve as members of the Advisory Board. The Board held its inaugural meeting in June 2002. It will hold its next meeting in Vancouver in October 2002.

House of Talent

- Vancouver, British Columbia ■ Tina House, President ■ Founded company at age 24 (1997)
- Employees: 3 ■ Exporting since 1998 ■ Export Sales: 50% ■ Export market: United States.

One day Métis talent agent and videographer Tina House is hosting a workshop in a remote community in the Northwest Territories, showing young Aboriginals how to perform an audition and helping them create a portfolio to add to her talent database. The next day she's on a plane to the United States or overseas to network, network, network at an international film festival or conference. The pay-off for this dizzying schedule of activities? A thriving talent agency and film consulting firm, **House of Talent**, which is giving Aboriginal youth and others an unprecedented opportunity to break into the multi-billion-dollar U.S. film and TV industry – and House the opportunity to produce her own films

House of Talent is ... a Vancouver-based talent agency, digital video production and promotions company specializing in, but not exclusive to, develop-

ing and promoting Aboriginal talent. Since its inception, the company has represented between 5,000 and 8,000 actors, extras, stunt performers and musicians. Among its 200 U.S. contracts are the casting of entire scenes of talent for the television series *X-Files*, *Outer Limits* and *North of 60*, as well as for numerous feature films, TV commercials, public service announcements and documentaries. The company also provides keynote speaking and acting workshops.

"Exporting isn't daunting when you have the chance to establish world networks at international events. With that type of exposure, it's the next natural step for a young entrepreneur to take on the world."

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Establishing Reputation Pays Off ... Big Time

House began her career as an administrative assistant at an established Vancouver talent agency; within months she was promoted to talent agent. "I eventually left because I wanted to develop my skills as an entrepreneur."

Establishing her reputation at the previous agency, and then promoting herself on her own, were key to breaking into the tight-knit Hollywood casting circle. A year of hard work paid off – and so did doing a small job for free. In 1997 House provided extras *gratis* for a U.S. casting director who had heard about her

by word of mouth. A year later, the director called again to return the favour. "She needed 500 extras the next day – for the Walt Disney feature film *Air Bud*

and speaking at international events. There's no training facility in the world that can offer these types of contacts and experiences; you just have to go out there and make it happen. The contacts I make often lead to solid business opportunities."

As just one example, a conference workshop House facilitated in Hawaii in 2001 has led to an opportunity to shoot her second film, about Hawaiian healers, in fall 2002.

Government Lends a Hand

The Government has helped fund House's way to some of the many events that increase her

ll: The Golden Receiver. *That was our first big U.S. contract."*

More than a Talent Agency

House of Talent does more than just represent its talent – it actually trains and recruits that talent through workshops hosted in local Canadian and U.S. communities. "We're the only company in Canada doing these kinds of programs for Aboriginal people within the entertainment industry. It's a hands-on approach. We teach acting skills right there, and show them how to audition. We also put together a portfolio – photos and a bio – for them, and I add it to my talent database."

The Strategy: Network, Network, Network

House estimates that about 50% of the company's export strategy is networking. "It's important for me to keep a high profile by attending international film festivals

network of contacts and opportunities. Aboriginal Business Canada (ABC) and the Métis Provincial Council jointly sponsored her attendance at the Sundance Film Festival in Utah in 2000 – where she was inspired to make her first film, *Inspiration*. The film, which premiered at the 26th Annual American Indian Film Festival in San Francisco in 2001, is now being distributed by House at film festivals. Its first U.S. sale was to the University of Michigan for its video library.

ABC also sponsored House's attendance – as one of three Canadian delegates – at the 8th World Summit of Young Entrepreneurs in Brussels, Belgium, in 2001.

Tel.: (604) 736-3321
E-mail: houseoftalent@hotmail.com
Web site: www.houseoftalent.ca

Interactive Tracking Systems Inc. (Itracks)

- Saskatoon, Saskatchewan ■ Daniel Weber, President and CEO
- Founded company at age 25 (1996) ■ Employees: 46 ■ Exporting since 1997
- Export sales: 92% ■ Export markets: United States, Europe, Asia

Take one young husband and wife team with no background in either business or computer programming. Mix in a pioneering idea for putting traditional market research methodologies on-line. Pour in the ingenuity to move to the target market to research prospective clientele. Add generous amounts of interest from the world's largest market research companies. Sprinkle in a few strategic partnering agreements and some government assistance. *Voilà: you have the recipe for the astounding export success of Itracks, a small IT company with headquarters in the heart of the prairies.*

His wife Garnette, whose salary had been supporting them, later joined the growing company as Vice-President and Executive Vice-President of Finance.

No Experience Necessary

When they started out, the Webers had neither computer nor business experience, but it didn't hold them back. "At first we relied on outside people to do the programming. Our first employee was a computer programmer. And when there's no one to do your books, you learn to do them!"

local firms Weber had anticipated, but large market research firms in the U.S., led to a third innovation: researching that market by actually moving to it. After spending eight months in Fairfield, Connecticut, a major U.S. hub of market research, the Webers came back to Saskatoon to commit themselves to the business.

A Little Government Help

When it came to hiring a couple of its employees, Itracks got a little help from Western Economic Diversification Canada (WD), through its First Jobs in Science and Technology and International Trade Personnel programs. "It's difficult to afford hiring employees when you're a young

Itracks is ... a professional Internet market research software and on-line data collection services company. Itracks developed a qualitative on-line research tool – on-line focus group testing – in which group members and moderator participate from their own computers

business experience, but it didn't hold them back. "At first we relied on outside people to do the programming. Our first employee was a computer programmer. And when there's no one to do your books, you learn to do them!"

"The competitors came along soon enough. But being early to market has helped us keep our niche; it's harder to get people to switch from a product they know."

and the client receives real-time feedback. Boasting 200% annual growth in its first few years, the multi-award-winning company counts among its clients some of the world's largest market research companies, including ACNielsen, Harris Interactive and NFO Research.

Apartment Beginnings

The idea for Itracks came while Daniel Weber was supposed to be putting his environmental science degree to work for a management consulting firm. Employed on the company's market research side, Weber foresaw the day when the Internet, then still in its early days, would replace the telephone as the main tool for data collection. In fact, he quit his job to make that prediction a reality. Finding few other competitors, Weber spent two years developing the idea from his apartment.

Innovation upon Innovation

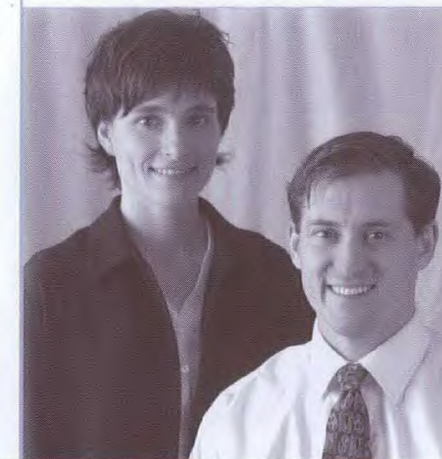
The "I" in Itracks could easily stand for "Innovation." It starts, first and foremost, with the company's on-line qualitative data collection system. Then there is the fact that Itracks employed its own system to research its own market. The discovery that its target market was not the small

company. These two financial assistance programs were very beneficial."

The Consulate General of Canada in New York helped facilitate several new client relationships for Itracks in 2001.

Marketing Advice from a Marketing Expert

"Americans want different things and expect different services than Canadians do. So if you decide the U.S. is where you want to sell your product, then develop and refine your product for that market."



Tel.: (306) 665-5026
Toll-free: 1-888-525-5026
E-mail: dweber@itracks.com
Web site: www.itracks.com

Techniscope Industries Inc.

■ Burnaby, British Columbia ■ Peter Eredics, Director ■ Founded company at age 27 (1999)

■ Employees: 3.5 ■ Exporting since 2001 ■ Export markets: China, Thailand

Many exporters can attest to the assistance and support their company has received from government programs and services. However, it's not many who can say that a government agency provided the impetus for their company's very creation. But that's the story of Peter Eredics, who established Techniscope Industries Inc. so that he could participate in a National Research Council (NRC)-led technology mission to China. That mission, and a subsequent one to Thailand, have generated technology partnerships and a training contract for the enterprising young geomatics company.



contact with NRC. Excited to learn about NRC's Industrial Research Assistance

Program (IRAP) and, particularly, an upcoming IRAP-led technology mission to China, Eredics set up his company. "I couldn't afford the technology my Canadian competitors were using for application development. I got thinking about China

In April 2001, Eredics was on his way to Asia again on another technology mission led by IRAP in conjunction with CIMI, this time to Thailand, where an introduction to the president of International Environmental Management (IEM) has led to a joint venture for developing customized geomatics software solutions for the Asian environmental industry.

The Credibility Challenge

NRC has helped Eredics with what he sees as his biggest challenge as a young entrepreneur – establishing credibility. "When you're a small Canadian company and you go and sit down with the likes of IBM, they don't

Techniscope is ...

a geomatics and information technology company specializing in the development of Spatial Information Systems for the environmental and natural resource industries. The company offers a diverse range of

"IRAP's industrial technology advisors took the time to get to know me, to listen to my business plan, and to offer me advice on how to go after it. Without their help I would have had only limited success, if any, in Asia; there's no question."

geomatics products, including analytical and mapping solutions for Geographic Information Systems (GIS), Global Positioning Systems (GPS), remote sensing, 3D visualization and WebGIS. Techniscope also provides training and consulting services to private industry and government agencies.

From Consultant to Company Director

From the time he graduated from British Columbia Institute of Technology in 1993, Eredics knew he would never be content to be a "company man." His dream was to start a geomatics company offering an array of services, including application development. But lacking the necessary funds, he temporarily set aside the company idea and, at 23, turned to consulting.

Through what Eredics calls a "strange twist of fate," his consulting brought him into indirect

and the many professionals and scientists that live there. It made sense to me that if I went to China I'd find technology. The IRAP mission would provide me with the perfect opportunity, but I had to be incorporated to get on the mission. I also knew I had to have a legitimate company if I was going to be taken seriously by Chinese partners."

Mission Accomplished

In May 1999, Eredics participated in the China Technology Mission, led by IRAP in conjunction with the Canadian Institute for Market Intelligence (CIMI). A luncheon hosted by the Canadian Embassy in Beijing brought him into contact with several Chinese IT companies, including Beijing Oriental Titan Technologies Ltd. and IBM-China. Those introductions led to two major contracts, the first for technology transfer, the second for training courses.

know who you are and they're concerned you might not deliver. But the fact that you're aligned with your country's largest research organization – a government organization – alleviates their concern."

Partnering Advice

Eredics can't say enough about the benefits of partnerships, especially for small companies that don't have all the expertise. "One thing I've learned is that there's strength in numbers. You stand a much better chance of succeeding in international markets if you pool your resources, instead of competing. You have to set aside your ego and figure out how to work together."

Tel.: (604) 299-2975
E-mail: peter@techniscope.ca
Web site: www.techniscope.ca

You want to export, eh?

by Toby Herscovitch, Export Development Canada

Research shows that many young entrepreneurs jump into exporting right from the get-go. They see Canada as their base and the whole world as their marketplace. While exporting can bring big rewards to your business, it also carries very real credit risks. The number-one worry: what if you don't get paid?

With 90% of its customers being small- and medium-sized enterprises, Export Development Canada (EDC) has helped countless brand-new and smaller exporters grow globally – sometimes to their own surprise. At EDC, our trade finance and insurance services can help you cut the risks and close your foreign deals – whether your goods or services are going across the border or around the world.

For starters, here are our top five trade finance tips for newer exporters...

1. "Get paid for the work you do"

You have insurance to protect your other valuable assets, so it makes sense to protect your sales earnings too. With EDC's accounts receivable insurance, you are covered for 90% of the loss if your buyer doesn't pay. You can also get more working capital from your bank, which will often lend against EDC-insured contracts.

2. "Offer better terms to your buyer"

There isn't a buyer in the world who doesn't want better repayment terms, but how often can you afford to offer them? By using EDC's insurance services, you can offer your buyers what they want – more time to pay.

3. "Get more from your bank"

If your annual sales haven't yet hit \$10 million, the Master Accounts Receivable Guarantee (MARG) helps you get additional line-of-credit financing – up to \$500,000 – from any of nine participating financial institutions. EDC guarantees the line of credit based on your foreign accounts receivable.

4. "Turn credit to cash"

In addition to making you more competitive, EDC can help turn your credit sale into a cash sale. If you sell capital goods and related services, EDC can also offer direct loans to your international buyers. EDC assumes the repayment risk – not you.

5. "Go on-line for immediate answers"

Two new Web-based services make it easier for exporters to check out potential buyers and get insurance for a particular sale. With EDC's international database of 64 million companies, EXPORTCheck allows customers to find out whether a buyer is insurable for the amount of a sale. EXPORTProtect delivers immediate quotes for EDC coverage, if the buyer is insurable. Visit www.edc.ca/e-services

HOW DO YOU GROW AN EXPORT CULTURE?

It all starts with Canadian youth. By helping business students embrace the concepts of international business today, we can shape a stronger Canada for tomorrow. Through EDC's Education and Youth Employment (EYE) Strategy, EDC works with educational institutions and youth organizations across Canada to increase understanding about international trade and trade finance issues. We foster learning and development opportunities for youth through scholarships at the undergraduate (business or economic studies) and MBA levels, including work placements at EDC. We also offer trade-related case studies and a guest speakers program to Canadian universities. For more insight on EYE, visit www.edc.ca/youth

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates as a commercial financial institution. To reach us, call 1-800-850-9626 or visit www.edc.ca



"We understand that you want to focus on your products or services, not get snowed under analyzing foreign buyers or markets," says Linda Graupner, Director of EDC's Emerging Exporters Team. "That's why our team of specialists works hand-in-hand with 'young' and growing exporters to determine their buyers' creditworthiness and safeguard their hard-won sales."

Timeless Technologies

- Charlottetown and Belfast, Prince Edward Island ■ Justin MacLeod, President
- Founded company at age 20 (1994) ■ Employees: 11 ■ Exporting since 1995
- Export sales: 10-20% ■ Export Markets: United States, United Kingdom, Australia and New Zealand, and countries in South America, Europe, Africa and Asia (40 countries in all)

There's no doubt about the innovation of Timeless Technologies' flagship product, Schedule Wizard. Some time after company founder Justin MacLeod developed the software – a computer program that creates round-robin schedules for sports leagues – he came across a Smithsonian Magazine article concluding that it would take supercomputers hundreds of years to solve the mathematical problem for such a program. MacLeod is glad he didn't see the article first. If he had, he might never have attempted to develop the program that launched a company that now has 3,500 customers in 40 countries around the world.



Premier Pat Binns presents Justin MacLeod with the Premier's Award for Information Technology 2001

Timeless Technologies is ...

a Web content development, international marketing, technology consulting, implementation, training and software engineering firm. The family-owned and-run company develops and integrates Web and software products and designs Windows-based software, including Schedule Wizard, Fast Forward and Sedule System. Timeless Technologies also provides professional services to clients in both the public and private sectors and acts as a technology partner for other local companies. While the percentage of sales from exports has decreased over the last few years, actual revenues from

Services Centre where he worked. MacLeod, then in his third year of a Computer Science degree at the University of New Brunswick, took on the challenge as a thesis project, and Schedule Wizard was born. Realizing there was a North America-wide market for the unique product, MacLeod and Kinnee launched Timeless.

Export Strategy: Canada Calling

MacLeod did his homework before diving into business.

we got sales penetration in every state."

With the increasing popularity of the Internet since then, Timeless now uses its Web site rather than telemarketing as its main means of sales.

Co-opting the Co-ops

MacLeod is a great supporter of university and college co-op programs. He has compelling evidence of their value: founding the company during his final undergraduate year, as he did, he was his own company's first

"We thought other recreation departments might like our product too, so we started calling municipalities across North America."

exports have increased by a healthy margin.

Where there's a Need there's a Niche

Timeless Technologies was conceived on Christmas Day 1993, when MacLeod's father-in-law, Jim Kinnee, voiced a wish for a computer program to assist the many sports leagues that requested help with their scheduling from the P.E.I. Regional

Armed with an atlas and a computer program with phone numbers of every municipality in North America, he called 200 recreation departments across the continent. "We got 40% interest. We thought that was a good percentage, so we hired a sales person to do the product launch, and we called one U.S. state after another. That's how

co-op student. In the last eight years, MacLeod has hired eight co-op and on-the-job-training students, four of whom are now full-time employees. "Hiring people just out of university gives us an edge because they're on the cutting edge of new technology developments."

The Island Exporting Challenge

For software product sales, it doesn't matter where Timeless Technologies is based, and revenues have been growing by leaps and bounds from its P.E.I. location. But MacLeod would like to increase the market for services, and that's another story. "We'd like to sell our services in larger markets – Boston, New York and so on – but it's difficult when we don't have a sales presence in those locations. We're currently evaluating the opportunities for establishing such a presence."

Timeless knows it can turn to DFAIT's trade commissioners abroad to verify the credentials of potential sales reps and sub-contractors. "We had the commercial officers at the Embassy in Kyiv do some back-checking on a Ukraine IT company we wanted to do work with. They were extremely helpful."

Timeless Advice

"Make sure the product you're developing meets the market you're targeting. Find a niche. It's tough to export a product that has broad or general appeal unless you've got a really big marketing budget. We're doing things that are manageable for a company our size."

"Try to be profitable as a small company. There are a lot of advantages to starting a business by your boot straps. Because I started out running the company in my spare time it meant we didn't have any costs, so the revenues from Schedule Wizard allowed us to hire other programmers and develop other products. As those products developed, our revenues continued to grow."

Tel.: (902) 659-2000
E-mail: info@timelesstech.com
Web site: www.timelesstech.com

Les collections Mariouche Inc. (Harricana par Mariouche)

- Montréal, Quebec ■ Mariouche Gagné, President

Mariouche Gagné exudes the enthusiasm, energy and fun of a woman who has pioneered a very warm and eco-friendly fashion trend: recycled furs. In need of money to complete her Master in Design Management at the Domus Academy in Milan, Italy, Gagné entered a design contest in 1993 sponsored by the Fur Council of Canada. Short of material to complete her entry, she recycled her mother's fur coat. She came away with the \$12,000 second prize, a topic for her Master thesis, and an original business idea that has turned the controversy and glamour of fur into non-controversial recycled – but no less glamorous – fur ski wear and sports accessories.

Gagné began working on her business concept in 1994 when she was just 23. In 1997 she incorporated Montréal-based Les collections Mariouche Inc. (known as Harricana par Mariouche). Working with a small team of designers, Gagné focuses on recycling and design, and contracts out the manufacturing. In the 2001 season, Harricana recycled 6,000 coats.

Gagné's approach to exports – constituting 15-20% of sales, and growing – is informal but highly successful. It was well-deserved magazine coverage of the innovative young entrepreneur that brought initial international interest. The Harricana line is now selling at luxury ski resorts in Switzerland, France and Italy, through sales agents who are personal friends and connections. From exhibiting at trade shows, Harricana is also exporting to the United States. But Europe – where unique Canadian products are hugely popular – is the more natural market for both Harricana and Gagné, who has an understanding of the culture from her years living in Paris and Milan. The Canadian Embassy is assisting Harricana to get more exposure in Paris.

Tel.: (514) 287-6517 E-mail: mariouche@hotmail.com
Web site: www.harricana.qc.ca

Pure Design Ltd.

- Edmonton, Alberta
- Geoffrey Lilge, Director of Product Development

The freedom to pursue their passion was the reason Geoffrey Lilge and fellow University of Alberta industrial design graduates Daniel Hlus and Randy McCoy created Pure Design Ltd. in 1994. The three partners thought they were going to be industrial designers when they graduated. Instead, the three, in their mid-twenties, set up a manufacturing shop, began producing CD racks and wine racks, and approached the International Trade Centre in Edmonton for Program for Export Market Development (PEMD) assistance to exhibit at the San Francisco International Gift Fair in 1995. Writing its first orders to U.S. companies, the Edmonton-based manufacturer of contemporary residential furniture that's "a little more out there" had found itself a niche.

Today, Pure Design, which uses a roster of international freelance designers, as well as employing a staff of 30, exports 80% of its diverse and unique furniture collection. Exhibiting at trade shows is its main export strategy; the company attends about five a year, looking for sales representatives.

"Go out and give it a shot" is Lilge's advice to other would-be entrepreneurs. "If you're good at what you do, you'll find a way to do it for a living." With its furniture gracing residences in Japan, the United Kingdom, Europe, Canada and, especially, the United States, there's no question that Pure Design is providing a satisfying living – and a creative outlet – for Lilge and his partners.

Tel.: (780) 483-5644 E-mail: mail@pure-design.com
Web site: pure-design.com

Upside Software Inc.

- Edmonton, Alberta ■ Ashif Mawji, CEO
- Founded company at age 28 (2000) ■ Employees: 48
- Exporting since 2001 ■ Export sales: 80%
- Export market: United States

When it comes to new business ideas, necessity is often the mother of invention. And then, if you're Ashif Mawji, your invention spawns a company that becomes one of the leading global players in its field. For Mawji, the necessity was to find a viable solution to the contract management problems of his first IT company, Information Systems Consulting Group Corp. (ISC Group). The invention was software that solved the company's problems. And the spawned company – created to commercialize the innovative software – is Upside Software Inc. Through its ingenious export strategy, Upside has rapidly grown to become one of the top suppliers in the global market for contract management solutions.

Upside Software Inc. is ... an

Edmonton-based company that develops and markets e-business software for the business-to-business market. Designed to help streamline financial and business operations for companies of any size,

From Kenya to Canada

Born in Kenya, Mawji began honing his entrepreneurial skills from the age of 12, first selling watches at local trade shows and then moving on to computers, musical instruments and motorbikes – all to earn pocket money. Coming to Canada in the late 1980s, Mawji graduated from the

Northern Alberta Institute of Technology in 1992 and dove straight into consulting. In 1995, he formed ISC Group Corp., an IT company that a year later formed a lucrative partnership with IBM. Upside Software was created to commercialize the contract management software developed by ISC Group.

ive – is to target a particular industry vertical and approach the top players in that vertical. Upside then negotiates joint marketing agreements, so the customer can help Upside sell to other companies in the vertical. "This strategy works better than if we went to the individual companies ourselves. Everyone wants to do what the leaders are doing. So if they're using our products, they're essentially selling for us."

As a stellar example, the major North American railway corporation Burlington Northern and Santa Fe Railway Company (BNSF) – which was Upside's first U.S. customer – spoke so highly of Upside to other tier 1 North American railway companies that those companies asked BNSF to hold a one-day conference dedicated to sharing its success with Upside's products. As a result of

"Being an entrepreneur, you have to leave your ego at the door. You have to look at what you're building as something for everyone around you, not just you. It's about being on a team."

Upside's products include billing, contract management, expense claim management and booking/reservation software. Forming strong partnerships with major companies such as Microsoft and Hewlett Packard, Upside has become one of the world's top suppliers in a market predicted by Gartner Group to be worth \$20 billion by 2007.

Target the Top

Mawji knows how to make the most out of a business contract. His strategy – simple but effective

the conference, held in June 2002 and attended by Mawji, Upside is now engaged with three other railway companies.



Ashif accepting Kids Kottage Award from Colleen Klein. L to R: Zainul Mawji, Premier Ralph Klein, Colleen Klein, and Ashif.

Financial Finesse

Mawji admits he's learned some hard lessons with respect to financial management. "It's about making sure you have sufficient cash flow. Our spending is tightly controlled. We only add staff when we're closing a deal or close to closing, so there's not a lot of pre-spending. Every month we do a detailed review of our expenses to make sure every area is spending within their means. And we share our financial status with our staff, so everyone knows where we stand and what needs to be done and is committed to doing it."

Leveraging Technology Keeps Costs Down

Mawji keeps costs down by optimizing use of technologies such as the Internet and video- and tele-conferencing. "You can provide successful presentations without leaving your office. We also realized we didn't have to open sales offices in other countries because, using the Web, we can sell anywhere in the world."

South of the Border with Team Canada

In November 2001, Upside joined the Prime Minister, western premiers, territorial leaders and 190 other participants on the inaugural Team Canada West Trade Mission to Dallas, Texas and Los Angeles, California. "The mission was excellent. The U.S. is our primary target market, and we got a lot of leads. I would definitely participate in other missions and recommend them to other young exporters. The political leaders can put you in contact with executive staff from top-notch companies, something that would ordinarily take a long time."

Tel.: (780) 702-1432
E-mail: info@upsidesoft.com
Web site: www.upsidesoft.com

Lucie Idlout

- Iqaluit, Nunavut ■ Singer/songwriter



It's a long – and expensive – road from Iqaluit to just about anywhere, but singer/songwriter Lucie Idlout is making it happen. Billed as an Inuk singer in her National Aboriginal Day debut at Ottawa's Museum of Civilization in 1998, Idlout, in her mid-twenties, is now serving up "pretty straight-ahead rock" to enthusiastic audiences in Canada, the United Kingdom, Europe, the United States and Greenland.

Through an agent "well connected to the world music scene," and with the assistance of the Canada Council and the Nunavut Arts Council, Idlout is expanding her international presence.

Performances in England and Italy came from industry contacts made at the World Music EXpo (WOMEX) in 2000 in Berlin, where Idlout did a showcase as part of a Canadian delegation sponsored by the Canada Council. The Council also sponsored her attendance at the North by NorthWest Music and New Media Conference in Oregon in fall 2000. "Without the Council's assistance, it would have been a lot more difficult to get to the stage I'm at as quickly as I have," says Idlout.

As for travelling from Nunavut, Idlout admits the airfares would "bankrupt anyone trying to work from there on a permanent basis." So while her business is officially based in Iqaluit, Idlout divides her time between north and south; she moved to Toronto in fall 2002 to collaborate with other musicians. A second CD will no doubt follow the first, E5-770, My Mother's Name, which is available through her Web site. Forty percent of Idlout's revenues are generated through international performances and CD sales – 30% from Europe alone, where she is very popular.

Tel.: (613) 612-3508 E-mail: lucie@lucieidlout.com
Web site: www.lucieidlout.com

silverorange, inc.

- Charlottetown, Prince Edward Island
- Dan James, President and CEO



There's no question that Web development is the province of young entrepreneurs. However, you might not expect the province of young Web developers to be Prince Edward Island. But it's from the Island that the smart team of eight programmers, designers and content developers at silverorange, inc. is building custom-made Web systems for clients in Canada, the United States and the United Kingdom. "It doesn't matter where we're located; people from outside Canada don't know Mississauga from P.E.I.," says president and CEO Dan James, who started silverorange in 1999 when he was 20. Exports account for 25% of business.

When it comes to export strategy, the Web developer recommends old-fashioned technology: "Pick up the phone." But not indiscriminately. At silverorange, calls are preceded by intense research to target companies that fit an identified set of criteria. It was such research that led silverorange to its first U.S. customer, Horton Brasses of Connecticut, in 2001. "We had built a successful e-commerce system for a large P.E.I. seed distributor, so we were looking for other companies that fit the same mold – a stable company with a catalogue and a solid sales process."

silverorange also offered Horton enticing terms. "We don't operate by sale of contract; we go by a percentage of the business the client generates over the Web site we've developed for them. We increased the P.E.I. seed company's on-line sales by 400% in one year."

With that strategy and track record – and new export markets in the works – it's no wonder the Charlottetown-based company's own revenues are doubling every year.

In September 2002, silverorange will launch a Canadian government Common Look and Feel Standards and Guidelines compliant version of its award-winning Intranet.

Tel.: (902) 894-4533 E-mail: slice@silverorange.com
Web site: www.silverorange.com

ZeddComm Inc.

- St. John's, Newfoundland ■ Emad Rizkalla, President and CEO
- Founded company at age 23 (1992) ■ Employees: 50 ■ Exporting since 1994
- Export sales: 55% ■ Export market: United States

Being young and from Newfoundland might seem like formidable challenges on top of the many already associated with growing an IT business. Not so for Emad Rizkalla, who, with two fellow engineering students, created ZeddComm Inc. before he was even out of university. In fact Rizkalla attributes his company's initial export success in the United States partly to his very youth and Newfoundland heritage. And there's no questioning that export success. Making PROFIT magazine's "Top 100" list of fastest-growing companies in Canada in 2002 and 2000, ZeddComm over the past five years has boasted 1,283% growth – half from its U.S. exports.

Student Project becomes Big Business

ZeddComm started as a university project that Rizkalla and two other engineering students intended to develop as a product and sell to a local company. "We wanted to move to Vancouver and get jobs." But six months into product

development, the three students realized they enjoyed what they were doing as entrepreneurs, and decided to keep going with ZeddComm – and stay in St. John's.

"We had no clue how to run a business," Rizkalla admits. "But we did know we had to eat, so

In fact, when he started his business, his youth and inexperience were, Rizkalla believes, two of his biggest advantages. "When you're young, you believe passionately in yourself and in your products. That sort of energy drives you; you don't feel there are any barriers. You don't know it might be considered presumptuous to call Baltimore's prestigious Johns Hopkins Hospital and ask them to be your first customer. But I'm glad I did. It worked!"

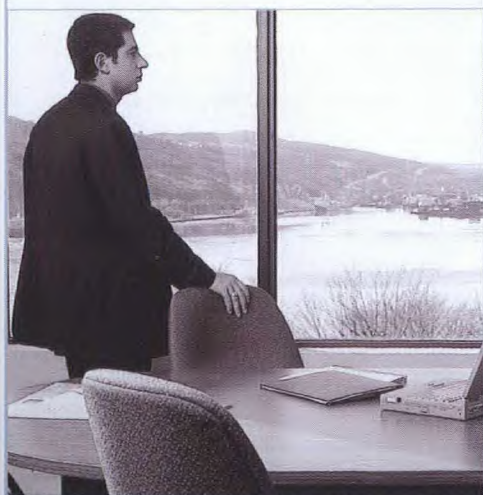
The Niche: Customized Service

Another key to ZeddComm's success in a market with no end of competitors has been its ability to target the right type of customer for its services. "Our edge is that we offer premium-quality service for projects under

ZeddComm is ... an award-winning IT consulting firm with headquarters atop St. John's historic Signal Hill. ZeddComm specializes in the design, development and implementation of custom e-learning solutions and Web-based business applications for Fortune 500 corporations, educational institutions and vari-

"When you start a business in your basement and you need a source of income, it's not about a business plan; it's about doing whatever you can to survive while you nurture your vision."

ous governments. Its impressive portfolio of export clients includes Sony, Pfizer, Cisco Systems and Microsoft.



we raised money doing whatever we could – taking part-time jobs, selling computers, consulting."

Being from The Rock Gives Edge

Contrary to expectation, Rizkalla believes that being young and from Newfoundland has contributed to his company's edge in the U.S. market. "Our customers don't want a lot of jargon or spin. And that fits with Newfoundlanders' innate 'down-to-earth' perspective. We're unpretentious and straight-shooting. We're focused on delivering solutions that make a tangible difference to our clients. And," he adds, "Americans are much more willing to take risks. So it's a ripe, fertile place for young exporters, who by nature are risk-takers."

\$2 million. We spend a lot of time learning about our clients so that we can custom design our solutions for them. The multinational consultants struggle to provide that level of customized service, and the smaller competitors don't have the depth of experience or systems to do the right job. We have an excellent niche."

Tel.: (709) 739-9000
E-mail: contact@zeddcomm.com
Web site: www.zeddcomm.com

Tell Us About Us Inc.

- Winnipeg, Manitoba ■ Tyler Gompf, Founder and President

A bad experience with a stereo purchase, and the realization that a market existed for better company-customer communication mechanisms, was the impetus for the creation of Winnipeg-based Tell Us About Us Inc. Founder and president Tyler Gompf had something else crucial for turning a niche idea into a successful business: great partners. "Early on Tell Us About Us attracted quality people who believed in the product," says Gompf, who left previous employment to start Tell Us About Us in 1997, at age 24, with his brother Kirby, then 22.

Initially employing the most rudimentary method of collecting customer feedback – transcribing messages left on voice mail – Tell Us About Us has evolved into a technologically savvy award-winning company offering customers both proactive and reactive programs, using the latest innovations in Interactive Voice Response, Internet communication and computer telephony. Its Indicator Program allows companies to gauge real customer opinion, while its Assured Resolution Program lets customers have their say. "Our two main U.S. competitors offer one service

or the other, but not both," says Gompf. "We're a one-stop shop. Also," he adds frankly, "we offer better service."

The company's original vision was to be "the best Manitoba company servicing Manitoba companies." A Montana casino noticed Tell Us About Us through its Web site in 1999, and changed that vision. "We realized there was a much more lucrative market in the U.S.," says Gompf. Tell Us About Us now conducts 90% of its business south of the border, targeting industries with multi-unit locations such as restaurant chains.

Its export strategy? "We purchased databases on potential verticals and hired a couple of people to pursue those for us. We basically had a person living on an airplane, attending trade shows and client meetings and doing product demonstrations. We started creating brand awareness, attracted a few larger chains, and then used referrals." Tell Us About Us counts Popeyes Chicken & Biscuits, Dairy Queen International and Arby's in its U.S. customer base, which collectively covers more than 2,000 locations.

Toll-free: (877) 301-5469 E-mail: results@tellusaboutus.com Web site: www.tellusaboutus.com

Revolution Media Inc.

- Summerside, Prince Edward Island ■ Mike Critchley, Director of Innovation

In a country with an international reputation for customer service, one might argue that the friendliness of Prince Edward Islanders has just a little extra edge. Summerside-based Revolution Media Inc. is definitely capitalizing on the niche for niceness, which goes hand in hand with its relaxed, fun approach to the serious business of providing Web development and complete marketing services to 150 clients, many in the public domain. It's an approach that's obviously working. The young company made the ranks of the Top 25 Up & Coming Information Technology Firms in Canada in the 2001 edition of the *Branham 300*.

Created in November 2000, Revolution Media has a team of five smart, fun-loving computer and media specialists, all between the ages of 20 and 30. The company has just begun to tap into the U.S. market, getting its first clients through word of mouth, as well as through partnerships with other Canadian advertising firms. "The Canadian way is to focus on the client, to give more attention to the vision and the task at hand than

on the bottom line," says Director of Innovation Mike Critchley. "We're capitalizing on that reputation. Our U.S. clients are blown away by how pleasant we are to work with. They see us as nicer than our competitors, yet professional."

The company's export strategy, still in development, includes exhibiting at the major international IT trade show Softworld 2002, fortuitously held in Charlottetown in fall 2002, as well as getting on future Team Canada missions.



L to R: Ryan Hutchinson, Patrick Killorn, Steven Perry, Mike Critchley.

Tel.: (902) 436-5060 E-mail: think@revolution.ca Web site: www.revolution.ca

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service (TCS) and the Department of Foreign Affairs and International Trade (DFAIT) along with other government departments and agencies offer a broad range of valuable programs and services to help you do business abroad. To learn more about our programs visit <http://www.infoexport.gc.ca/ie-en/OtherServices.jsp>

REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register as a client of the Trade Commissioner Service. Registering with us will give you:

- free access to our six core services in your target market;
- free access to your own Virtual Trade Commissioner Web page with personalized information on your target markets according to your industry sector;
- international business leads from the International Business Opportunities Centre;
- free international promotion of your company — like having an endless supply of marketing brochures on the desks of our trade commissioners around the world.

For more information, go to <http://www.infoexport.gc.ca/ie-en/login.jsp>

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD provides financial assistance to companies and trade associations to help them develop new export markets on a cost-shared basis. The Program is available to Canadian companies with annual sales between \$250,000 and \$10 million. Eligible costs are shared on a fifty-fifty basis, with the repayable contribution based on the company's export success.

To learn more, contact your nearest International Trade Centre, visit <http://198.103.104.42/pemd/menu-e.asp> or call 1-888-811-1119.

PROGRAMS FOR NEW EXPORTERS

There are a host of programs to help you learn about international markets and how to gain access to them. These include the New Exporters to Border States (NEBS) program, targetted at new-to-exporting companies keen to enter the American market; EXTUS, a program for Canadian companies already exporting to the U.S. border states that wish to expand into other U.S. market regions.

For more information, visit <http://www.strategis.gc.ca>

TEAM CANADA AND BUSINESS DEVELOPMENT MISSIONS

Targetting specific, promising markets for exporters, the Team Canada missions and DFAIT's business development missions are an important component of Canada's efforts to increase trade and investment and create jobs and growth in Canada.

Find out how to join a mission, get details of previous Team Canada and business development missions and access a list of success stories and testimonials by visiting the Team Canada Web site at <http://www.tcmec.gc.ca/welcome-e.asp> or calling 1-613-944-2520 for more information.

INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE (IBOC)

Discover a World of Business Leads — e-Leads®

Through IBOC's electronic leads system, e-Leads®, international business leads can be delivered from foreign buyers to the desktops of Canadian companies. Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service by completing a profile which captures export activity preferences by products, services and priority markets.

Visit <http://www.eleads.ca/cancompanies/default-e.asp> or call 1-888-811-1119 for more information.

MARKET REPORTS

The Trade Commissioner Service's Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS international trade Internet page, InfoExport, at

<http://www.infoexport.gc.ca> (<http://www.infoexport.gc.ca/ie-en/EServices.jsp>).

ON-LINE EXPORT INFORMATION

Exportsource

Whether you are new to exporting or have years of experience, Exportsource is Canada's most comprehensive on-line source for export information.

Find the information you need quickly and efficiently by visiting <http://www.exportsource.gc.ca> or calling 1-888-811-1119.

CanadExport

DFAIT's bi-weekly international trade and investment newsletter.

CanadExport is available on-line at <http://198.103.104.42/canadexport/menu-e.asp>



Visit the EDC Web site at <http://www.edc.ca> or call the EDC Hotline at 1-800-850-9626.

Department of Foreign Affairs and International Trade (DFAIT)

For information on DFAIT's Young Entrepreneurs programs and services, contact:

Debrah Boucher
 Trade Commissioner
 (Young Entrepreneurs)
 Tel.: 613-996-1083
 E-mail: tcm@dfait-maeci.gc.ca

Canadian business perceptions

Exporting to the European Union

As part of the on-going Canada-European Union Trade Initiative (ECTI) to enhance the development of bilateral flows, the Minister for International Trade Pierre Pettigrew and the European Union's Commissioner for trade Pascal Lamy agreed to examine business attitudes to barriers to Canada-EU trade and investment. Ipsos Reid was commissioned by the Department of Foreign Affairs and International Trade (DFAIT) to survey Canadian business perceptions of exporting to the European Union.

The survey was also supported by the Departments of Industry, Natural Resources, Agriculture and Agrifood, and Fisheries and Oceans. The European Commission is doing a similar survey of European business attitudes.

Survey covers all sectors across Canada

The survey covered 639 exporters to the EU, as well as 161 non-exporters, large, medium and small, in all industry sectors, including services, across Canada.

Overall, 52% of goods exporters consider their trade with the EU to be relatively problem-free. The main challenges to exporting to the EU were: price competitiveness, transportation costs and the cost of creating a marketing network.

Fifty-one per cent of exporters who encountered problems exporting to the EU said that tariffs were a challenge, particularly in the mechanical equipment, food and seafood products sectors. Respondents were also asked whether packaging, labelling, certification, health and health and safety

standards were a problem. Only in the case of certification did the positive response register above 50%. However, 66% of exporters identified at least one of these regulatory issues as a concern.

Factors contributing to success

Exporters were also asked what were the factors in their success. The two factors reported by a majority were a unique product and price competitiveness.

By far the greatest factor affecting a decision by 102 companies not to export to the EU was a decision to concentrate on the US market.

Among the 118 companies with subsidiaries in the EU, proximity to the market, reduced shipping costs and delivery times, and tariff avoidance on finished goods were the main factors influencing the decision to invest. Service exporters (17%) were found to

be more likely to have a local office in the EU than goods exporters (8%).

Strong support for a free trade agreement

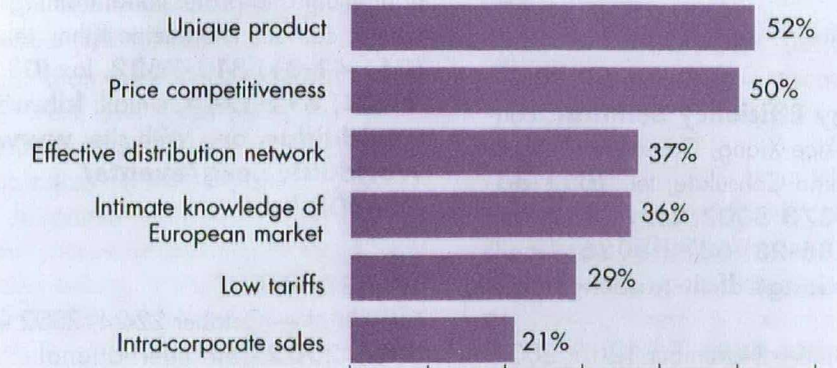
The vast majority (87%) of respondents in all sectors are supportive of a free trade agreement with the European Union. Sixty-two per cent of the firms included in the study would expect an increase in their exports to the EU, 53% would increase their marketing efforts in the EU, and 35% would be more likely to establish a permanent presence there.

The strongest positive responses came from the agriculture, chemicals, fisheries, plastics and textiles sectors. At the same time, two of these sectors, plastics and chemicals, would expect increased competition from EU imports.

The 85-page survey should be available soon on DFAIT's Web site at www.canadaeuropa.gc.ca/canada-eu-e.asp

For more information, contact Fred Veenema, Senior Trade Relations Advisor, European Union Division, DFAIT, tel.: (613) 944-2059, fax: (613) 944-0034, e-mail: fred.veenema@dfait-maeci.gc.ca *

Factors affecting success entering the EU market*



* Base: 588 respondents who export goods to the EU

Trade Shows in China

If you are interested in doing business in China, the following is a list of 2002 trade shows where Canada will have a booth (the 2003 list will be in the next issue). For more information, contact DFAIT's China Division, tel.: (613)996-0905, or e-mail: pcm@dfait-maeci.gc.ca

AEROSPACE

ZHUHAI — November 4-10, 2002 — **2002 Airshow China**, Contact: Cathy Yao, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3351, fax: (011-86-20) 8667-2401, e-mail: cathy.yao@dfait-maeci.gc.ca Web site: www.airshow.com.cn

AGRICULTURE

QINGDAO — October 29-31, 2002 — **China Fisheries and Seafood Expo**, contact: Peter Redmayne and Jennie Fu at Seafare Expositions, tel.: (206) 789-5741, fax: (206) 789-0504, e-mail: china@seafare.com Web site: www.chinaseafoodexpo.com

YUNNAN — December 2002 — **Agri-Product Showcase** (Beef & Dairy Cattle), contact: Dorothy Hu, Commercial Assistant, Canadian Consulate, Chongqing, tel.: (011-86-23) 6373 8007, ext. 3354, fax: (011-86-23) 6373 8026, e-mail: dorothy.hu@dfait-maeci.gc.ca

BUILDING PRODUCTS

CHONGQING — November 5-7, 2002 — **Energy Efficiency Seminar**, contact: Aice Xiong, Commercial Officer, Canadian Consulate, tel.: (011-86-23) 6373 8007, ext. 3352, fax: (011-86-23) 6373 8026, e-mail: aice.xiong@dfait-maeci.gc.ca

CHENGDU — November 12-15, 2002 — **Chengdu International Construction Trade Fair**, tel.: (011-86-28) 8335 2386, (011-86-28) 8339

6965, fax: (011-86-28) 8335 2386, (011-86-28) 8332 6884, Web site: www.ccpit-sichuan.org/English_version/index/index.htm

BEIJING — November 27-30, 2002 — **China International Green Building Materials Exhibition**, contact: Xuling He, tel.: (011-8610) 8808-2303, 8808-2339, fax: (011-8610) 8808-2305, 6831-2191, Web site: www.gbm-china.com

EDUCATION/TRAINING

BEIJING — October 19-21, 2002 — **China International Education Exhibition 2002**, tel.: (011-8610) 8580-0790/91/92, fax: (011-8610) 8580-0786, e-mail: fairlink@public.gb.com.cn or info@fairlink.com.cn Web site: www.ChinaEducationExpo.com

CHENGDU — October 21-23, 2002 — **Worlddidac Trade Show 2002**, International exhibition for educational equipment and professional training in China, contact: Madeleine Kihm, tel.: (011-41-31) 311-7682, fax (011-41-31) 312-1744, e-mail: kihm@worlddidac.org Web site: www.worlddidac.org/events/china02.htm

ENVIRONMENT

SHANGHAI — October 22-24, 2002 — **EPEC 2002** - 5th International Conference & Exhibition on Environmental Protection, Recycling & Waste Disposal Technology, contact Sylvia

Chen, tel.: (011-86-21) 5234-0646, fax: (011-86-21) 5234-0649, e-mail: weszhou@online.sh.cn Web site: www.shanghai.gc.ca/event.php?lg=en&id_event=20

INFORMATION TECHNOLOGY

SHENZHEN — October 12-17, 2002 — **China High-Tech Fair**, focussing mainly on ICT, but also on biotechnology and other technological developments worldwide. Contact: Minster Li, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3354, fax: (011-86-20) 8667-2401, e-mail: minster.li@dfait-maeci.gc.ca Web site: www.chtf.com



BEIJING — October 29-November 2, 2002 — **PT/EXPO COMM CHINA 2002 (ICT)**, contact: Rosaline Kwan, Trade Commissioner, Canadian Embassy in Beijing, tel.: (011-8610) 6532-3536, ext. 3367, fax: (011-8610) 6532-4072, e-mail: rosalinekwana@dfait-maeci.gc.ca Web site: www.expocomm.com/pt/

HONG KONG — December 2-7, 2002 — **International Telecommunication Union Asia 2002**, contact Brian Wong, Commercial Officer, Canadian Consulate General in Hong Kong, e-mail: brian.wong@dfait-maeci.gc.ca Web site: <http://itu.int/asia2002> To register, contact: ITU in Geneva, fax: (011-41) 22-730-6444.

MEDICINE

CHENGDU — November 3-6, 2002 — **Int'l Conference & Exhibition on Modernizing Traditional Chinese Medicine**, tel.: (011-86-28) 8335-2386, (011-86-28) 8339-6965, fax: (011-86-28) 8335-2386, (011-86-28) 8332-6884, Web site: www.ccpit-sichuan.org/English_version/index/index.htm

continued on page 11 — China

A gem of an opportunity

14th International Jewellery Tokyo 2003



Since the Canadian Diamond Debut, an event held at the Canadian Embassy in Tokyo in June 2001 to introduce the Canadian diamond industry to Japan, the Embassy has noticed a growing interest among Japanese retailers, wholesalers and importers in Canadian diamonds. Canada's diamond exports to Japan amounted to \$131,000 in 2001 — a very modest figure. However, from the time Canadian diamond mining began about a decade ago up until 2000, this figure was virtually nil.

Canada's international reputation and image have contributed to capturing the interest of the Japanese jewellery industry which has become increasingly sensitive to conflict diamonds — diamonds that originate from areas controlled by rebel forces or factions in various countries. Because tracing a diamond's country of origin remains difficult, Canadian industry and government are working towards a standardized certification process.

The Japanese industry, looking to introduce new products as a means of re-energizing its jewellery market, believes that Canadian diamonds and other Canadian jewellery could generate new demand and thus add sparkle to Japan's market.

Market overview

Japan produces only one type of precious stone (cultured pearls) or metal commonly used in jewellery. As such, the Japanese jewellery market relies on imports for virtually all of its raw material supplies.

The Japanese jewellery market was worth about \$13 billion in 2001. Jewellery imports rose on both a volume and value basis in 2000, up 10.4% and 6.5% respectively, from the year before.

The leading import on a value basis in 2000 was gold, at 51.9% of the total. On a volume basis, the leading import was silver, at 88.4% of the total.

Platinum demand rose in recent years in Japan due to the popularity of white-metal jewellery. Given the high platinum prices, however, makers now tend to use white gold or silver as a cheaper alternative. Other jewellery that have been rising in popularity are coloured or semi-precious stones.

Diamond imports into Japan, on a value basis, are estimated at about \$1.9 billion. India now accounts for 38% by value of all diamonds imported into Japan, Israel about 28%, Belgium 24% and the U.S. about 4%, the remainder coming from other countries.

There has been some interest in the Japanese market among foreign brand companies such as Tiffany, Van Cleef, Harry Winston, Debeers, Luis Vuitton, and Gucci and they now account for 10% of diamond market sales in Japan.

14th International Jewellery Tokyo (IJT 2003)

Canadian jewellery designers, manufacturers, and jewellery equipment manufacturers are encouraged to capitalize on the heightened interest of Japanese industry in Canada as a new source of jewellery products, by participating in trade fairs such as **IJT 2003**, one of the premier trade fairs in Tokyo. **IJT 2003** will be held from **January 29 to February 1, 2003** at the Tokyo Big Sight. The exhibits comprise gemstones, jewellery products, and jewellery related products.

For further information on **IJT 2003**, visit Web site: <http://web.reedexpo.co.jp/ijt/english>

Given that France, Germany, and Italy, the major jewellery exporters to Japan, have been maintaining a large presence at IJT, the organizers, through the Canadian Embassy in Tokyo, are encouraging Canadian participation. The Embassy believes that this is an excellent way to raise the profile of Canada's diamond and jewellery industry.

For more information, contact Masanobu Tsukada, Commercial Officer, Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6426, e-mail: masanobu.tsukada@dfait-maeci.gc.ca or Ruriko Koike, Commercial Officer, Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-3396, e-mail: ruriko.koike@dfait-maeci.gc.ca or Joy Vicente, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 995-1678, e-mail: joy.vicente@dfait-maeci.gc.ca *

China trade fairs

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MINING

CHONGQING — October 21-23, 2002 — **China Mining 2002 Conference**, tel.: (011-86-10) 6831-0893, fax: (011-86-10) 6831-0894, e-mail: dic@cags.cn.net

MULTI-SECTOR

CHONGQING — October 27-29, 2002 — **China Western Development Forum**, Economic Development, contact: Jia Hui, Chongqing Planning Commission, tel.: (011-86-23) 6903-6777, fax: (011-86-23) 6903-9052, (011-86-23) 6387-7822, Web site: www.developwest.gov.cn (in Chinese). *

Mission to India — continued from page 1

The mission

Beginning in New Delhi, the mission, organised in partnership with DFAIT and the Canadian High Commission in India, will include key cities specifically targeted by the various natural resources sectors.

As a member of the delegation, you will have the opportunity to learn about business practices in India, connect with local government decision makers and business leaders in the region, and present your products and services to potential clients. In addition, match-making sessions will let you network with Canadian businesses active in the region, and you can build or strengthen local business partnerships and participate in technology seminars.

A vibrant economy

The thriving market in India makes this country a natural choice for a mission. It is the world's fourth largest economy in purchasing power, with an estimated growth in GDP of more than 5% in 2001-2002, according to India's Central Statistical Organization.

It is also an economy that is opening up to trade with our country. Canada's exports to India grew an impressive 20% in 2001 to \$656 million, indicating a deepening economic relationship between the two countries.

Export Development Canada has identified India as one of three "premium" markets and is actively seeking more business in that country. And according to the Canadian Commercial Corporation, "the ongoing progress of trade liberalization in India, combined with the credibility and confidence associated with Canadian enterprise, will undoubtedly generate significant export contracts for Canadian suppliers."

A wealth of opportunities

Canadian firms are world leaders in the sectors in which India seeks

expertise and business opportunities. Energy is a good example. India has made a commitment to bring electricity to the entire country by 2012, and demand for crude oil is growing faster than domestic capacity for production. As well, with government financial incentives for renewable energy sources such as wind, small hydro and biomass, there is a large potential for Canadian firms.

Canada's forest sector, seeking to broaden its export markets, can find room for expansion in India. The growth of India's middle class, combined with restrictions on domestic logging, has created an expanding market for imported wood products, and many opportunities to explore.

In earth sciences, Canadian geomatics firms can find a niche in India's growing market for hardware, software and spatial data that is expected to reach close to \$4 billion over the next five to seven years. And the geoscience industry can help India meet its commitments to explore lead and zinc reserves.

More visibility for Canada at International Aid and Trade

NEW YORK — June 19-20, 2002 — The **International Aid and Trade** show presented an exciting forum for Canadian companies to explore procurement opportunities with New York-based UN agencies.

In an effort to increase visibility for Canada, the federal government organized a Canadian Pavilion to help industry pursue these unique market opportunities. Throughout the duration of the event, several activities such as a Canadian reception were integrated to showcase the presence of the Canadian delegation.

India's mineral opportunities create an ideal market for Canada's mining sector. Canada's renowned capabilities in coal mining, steel production and metal processing can help increase India's current production by nearly twofold.

Canadian expertise, naturally

The mission provides an opportunity to advance Canada's agenda of improving quality of life through the sustainable development of natural resources. It also builds on Canada's commitment to creating a world-leading economy driven by innovation, ideas and talent.

The world is turning to Canada more and more for its expertise in natural resources. Canadian firms in this sector have successfully marketed products and technology and improved investment prospects during business development missions in Latin America, China and Mexico in recent years.

For more information on the mission — the deadline to register is **September 27, 2002** — contact the Mission India Office, Natural Resources Canada, tel.: **(613) 995-3961**, fax: **(613) 943-0550**, e-mail: **missionindia@nrcan.gc.ca** *

Coordinated effort

In collaboration with the Trade Commissioner Service of the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada hosted the greeting for Canadian participants, and the Canadian Commercial Corporation sponsored the Canadian reception which enabled several UN representatives, including head Procurement Officers, to become familiar with the wide variety of Canadian products and services that could be supplied to the UN markets.

continued on page 13 — International

Interested in African markets?

AfDB coming to Canada

HALIFAX, MONTREAL, LONDON, MISSISSAUGA — November 1-8, 2002 — The African Development Bank (AfDB) is sending three of its experts on a mission to Canada to conduct a series of seminars on "How to Do Business with the AfDB."

Jean-François Desgroseilliers, Commercial Liaison Officer with AfDB at the Canadian Embassy in Abidjan, will accompany the mission.

Because Canada is a member of the AfDB, Canadian firms and consultants are entitled to bid on projects funded by the Bank throughout the African continent. The presentations by the Bank's experts will be aimed at companies that export or are ready to export to Africa and would like to become better acquainted with the AfDB's procurement rules,

existing sources of information on business opportunities generated by the Bank, and its priority sectors of involvement.

This mission is particularly relevant at a time when Canadian trade with Africa is receiving new impetus due to announcements by Prime Minister Jean Chrétien at the G8 Summit in Kananaskis.

For more information on these seminars, contact:

- **Halifax** — November 4 — Christine Smith, Trade Commissioner, International Trade Centre, tel.: **(902) 426-9957**, e-mail: **Smith.Christine@ic.gc.ca**
- **Montréal** — November 5 — Ratiba Benbouzid, Communications Officer, Forum francophone des affaires, tel.: **(514) 849-4572**,

International Aid and Trade

— continued from page 12

Together, the Consulate General of Canada in New York, the Canadian Space Agency, Natural Resources Canada, the Saskatchewan Trade and Export Partnership and several representatives from Canadian industry, contributed to the success of Canada's presence at the show.

Opportunities

The event — the main theme was 'Building Capacity for Sustainable Markets' — consisted of a series of business seminars, a conference and an exhibition area focussing on trade and development. Present at the show were representatives from the United Nations Procurement Division (UNPD), the United Nations Development Programme (UNDP), the United Nations Office for Project Services (UNOPS), the United Nations Environment Programme

(UNEP), and the United Nations Development Business (UNDB), as well as the World Bank (WB) and the North American Development Bank (NADB).

According to the *United Nations System: Annual Statistical Report 2000*, the UN System procured a total of US \$3.7 billion of which US \$2.3 billion were for goods and US \$1.4 billion for services. The UNPD represented US \$598.1 million (majority attributed to services) and the UNDP US \$588.8 million (mainly in goods). The report can be consulted on-line at **www.iapso.org/information/publications.asp#stats** to determine what the demand is for your goods or services among the approximately 40 affiliated UN agencies.

For more information on UN market opportunities, check the UN

ext. 224, e-mail: **rbenbouzid@ffacnc.qc.ca**

- **London** — November 7 — Rowena Dias, Director, IFI projects, Ontario Exports, tel.: **(416) 314-8242**, e-mail: **Rowena.Dias@eoi.gov.on.ca**
- **Mississauga** — November 8 — Deborah Turnbull, Vice President, International Trade and Development, Canadian Manufacturers and Exporters, tel.: **(905) 568-8300**, ext. 290, e-mail: **deborah.turnbull@cme-mec.ca**

For questions relating to AfDB business opportunities, contact Jean-François Desgroseilliers at the Canadian Embassy in Abidjan, e-mail: **jean-francois.desgroseilliers@dfait-maeci.gc.ca** or Marc Parisien, IFI Team Leader, Africa/Middle East, International Financial Institutions Unit, DFAIT, tel.: **(613) 996-6188**, e-mail: **marc.parisien@dfait-maeci.gc.ca** *

section of IFINet at **www.infoexport.gc.ca/ifinet/agencies-e.htm** or contact Alexandra Wood, Export Financing Division, DFAIT, tel.: **(613) 944-0910**, e-mail: **alexandra.wood@dfait-maeci.gc.ca**

For those interested in the **European International Aid and Trade** show, it will be held on **January 29-30, 2003**, in Geneva, Switzerland. Visit **www.aidandtrade.com** or contact Kevin Sammon at **kevin.sammon@aidandtrade.com** *



Global Summit of Women

Participating on behalf of International Trade Minister Pierre Pettigrew, Jean Augustine, Secretary of State (Multiculturalism) (Status of Women), led a Canadian delegation of 15 public- and private-sector participants to the **Global Summit of Women**, held in Barcelona, Spain from July 11-15, 2002.

The Summit was a forum for women entrepreneurs to exchange ideas and best practices on the development of international business opportunities. Presentations focused on the professional challenges facing women and their businesses in education and health, information and communication technologies, and social, cultural and political issues.



Secretary of State Jean Augustine (top row, fourth from left) and members of the Canadian delegation.

Canada's role

Five Canadian delegates participated on panels: Simone Desjardins, Senior Vice-President of Operations for the **Business Development Bank of Canada**; Sandra Wear, Owner and CEO of **Tykra Inc.**; Nicole Beaudoin, President of **Réseau des femmes d'affaires du Québec**; Florence levers, Co-ordinator for **Status of Women Canada**; and Secretary of State Augustine.

Augustine spoke about Canada's increase in access to the 'e-world'. "Of our population aged 15 or over," she said, "53% use the Internet at work or at some other location, three times the 1994 rate of 18%."

Augustine also noted the Government of Canada's role in helping Canadians access the Internet. "Public policy has focused on bringing Canadians training and access to the information highway," she said. "A driving force has been Industry Canada's Connecting Canadians initiative, aimed at connecting our citizens to the Internet by providing information, educational resources and training, including outreach to many small and remote communities across our vast and diverse land."

Making connections

Over 600 women from 79 countries attended the Summit to exchange ideas on business practices, look for opportunities to develop international business links, and to network with women from all over the globe. "The summit is like an Executive MBA in International Business," said Evmur Taran, President of Northern Legacy Inc. "Where

else," she asked, "can I buy this information for \$4,000 while gaining incredible business contacts and future business opportunities?"

"I came away from the Summit having met some dynamic business-women from many countries," said Jamuna Burry, President of Acorn Web Development in Mississauga, Ontario. "The connections I made were invaluable to the future growth and development of my company and our projects. Attending the Summit was an opportunity to exchange ideas, concepts, goals and learn what other companies in my field were doing," she added.

Florence levers, Co-ordinator for

Status of Women Canada, said "The Summit was a great opportunity for Canadian women to introduce themselves to global women and I am pleased that the Department of Foreign Affairs and International Trade (DFAIT) has taken an active role in promoting this Summit for businesswomen.

"We must start to see more women entrepreneurs as clients," she added. "Until we do, and until we have reached an acceptable participation of this cluster of exporters, we cannot rest. We cannot lose our energy for recruiting and supporting this relatively new but dynamic business sector in the export arena." She urged governments "to provide targeted assistance in supporting the trade initiatives of women-owned businesses that are developing export markets."

For more information on the **2003 Global Summit of Women**, contact Krista Robertson, Trade Commissioner, DFAIT, at **(613) 996-4785**, or e-mail: krista.robertson@dfait-maeci.gc.ca

A calendar of events of interest to women in international trade can be found at www.infoexport.gc.ca/businesswomen ✪

Business in Africa

— continued from page 2

participate in this aspect of African development.

With a population approaching 700 million — double that of the European Union — sub-Saharan Africa offers many business opportunities for the Canadian business person who participates in Africa's growth and development.

For more information, contact Don Butler, Sub-Saharan Africa Trade, DFAIT, tel.: **(613) 944-6586**, e-mail: don.butler@dfait-maeci.gc.ca ✪

The place to be for ICT

PT/Expo Comm China

BEIJING, CHINA — October 29 - November 2, 2002 — Canadian firms are invited to participate in the upcoming **PT/Expo Comm China**. More than 350,000 attendees from China and the Pacific Rim as well as 700 exhibiting companies representing 30 nations will come together during this event.

In the last decade, China has been a leader in economic growth. Most experts anticipate continued double-digit growth in that country's ICT sector over the next few years. China was Canada's 3rd largest export market for ICT products last year, with Canadian exports to mainland China more

than doubling from 2000 to 2001. With China's accession to the WTO, this will create further commercial opportunities for Canadian companies in that large country's ICT market.

Opportunity not to be missed

As the largest ICT industry exhibit in Asia, **PT/Expo Comm China** attracts wide participation from global telecommunications and ICT players. The event will showcase public information and communication services, network services, exchange and transmission technologies and equipment, terminal equipment, computer hardware equipment and software products, network technologies and related

products, and communications accessories. Advanced technology and equipment such as 3G mobile communications, satellite communications, network multimedia, WAP applications, IP network, and UDWDM and XDSL will also be featured.

Canadian companies looking to expand in the Chinese market are invited to showcase their products and services, take part in a technical seminar to a targeted Chinese audience, and network at a Networking Reception at the Canadian Embassy in Beijing.

For more information, contact Jacqueline Benoit, Industry Canada, tel.: **(613) 946-5801**, e-mail: benoit.jacqueline@ic.gc.ca or Rosaline Kwan, Canadian Embassy, Beijing, tel.: **(011-86-10) 6532-3536**, e-mail: rosaline.kwan@dfait-maeci.gc.ca ✪

CeBIT is back with a bang

HANNOVER, GERMANY — March 19-23, 2003 — The official Canadian presence is back at the world's largest Information and Communications Technology trade event, **CeBIT**.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in the main Canadian

pavilion. In addition, a number of promotional activities are being prepared to raise the awareness of the Canadian presence at this leading global ICT event. Canadian Trade Officers from several European posts will be in attendance to advise exhibiting companies on opportunities in their respective markets.

For more information, contact Cliff Singleton, Commercial Officer, Canadian Consulate, Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: munic-td@dfait-maeci.gc.ca or for information on exhibit options, go to www.hfcanada.com/cebit or visit www.cebit.de ✪

Canada at GITEX 2002

World's 3rd biggest IT show

DUBAI, UAE — October 13-17, 2002 — For the 6th consecutive year, Canada will be hosting a national pavilion organised by the Canadian Consulate in Dubai at the **Gulf Information and Technology Exhibition (GITEX)**.

Each year, more than 40,000 international visitors attend **GITEX**. Multimedia, video conferencing systems, graphic processors, network equipment, multi-lingual applications, on-line information and services, portable computers, CAD systems, telecommunications, software and equipment will be featured. Other on site activities include seminars and conferences and one hall has been reserved as a retail showcase specialising in home computer equipment. **GITEX** offers the overseas manufacturer a unique opportunity to establish a foothold in this very affluent region.

For more information, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, tel.: **(011-971-4) 352-1717**, e-mail: fouad.soueid@dfait-maeci.gc.ca ✪

IRAN PLAST 2002

TEHRAN, IRAN — December 10-14, 2002 — The first International Plastic and Rubber Exhibition, **Iran Plast 2002**, will take place in the Tehran Fairground. Raw and auxiliary material, machinery and equipment, finished and semi-finished products, technical and engineering services in the plastic and rubber industry will be exhibited.

For more information, contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy, Tehran, tel.: **(011-98) 21-873-2623/6**, fax: **(011-98) 21-875-7057**, e-mail: majid.bagherzadeh@dfait-maeci.gc.ca ✪

Investing in connections

CISA Conference

DALLAS, TEXAS — October 30, 2002 — The Canadian Consulate General in Dallas is a co-sponsor of the 7th annual **Corporate Investment and Strategic Alliances Conference (CISA)**.

CISA events are the oldest, largest and most successful conferences in the U.S. dedicated exclusively to corporate funding.

The Consulate would like to leverage this opportunity to promote Canadian companies and help them access the corporate investments and strategic alliances opportunities that will be presented at the Conference. In addition, the Consulate will be planning, at no extra charge, a full-day program on October 29 to introduce Canadian

companies to "doing business in Texas" and to the corporations and venture capitalists in its territory.

For more information, check out the conference Web site: **www.cisaconferences.org** Any Canadian company interested in participating should contact Marcy Grossman, Consul and Trade Commissioner, Canadian Consulate General in Dallas, tel.: **(214) 922-9812, ext. 3355**, fax **(214) 922-9815**, e-mail: **marcy.grossman@dfait-maeci.gc.ca** ✪

COMDEX Fall 2002

LAS VEGAS, NEVADA — November 18-22, 2002 — **COMDEX Fall 2002** is the largest IT show in the Americas. The Department of Foreign Affairs and International Trade (DFAIT) will be making it easier for Canadian information and communications technologies (ICT) enterprises to get the attention of some of the world's top high-technology buyers. DFAIT will offer to exhibitors, at no extra charge, access to the services of a marketing communications consultant who will help them prepare marketing plans and media strategies for the event. Each exhibitor will also receive information about market opportunities and trends, and will be provided with assistance in developing market entry strategies tailored to their individual U.S. market development objectives. Major value-added resellers, system integrators, distributors, and original equipment manufacturers will be contacted before the event and provided with a list of the Canadian exhibitors.

To help Canadian firms focus on strategic objectives rather than booth construction and coordination, the Canadian pavilion will be located in a highly visible, high-traffic area — near the Microsoft, Palm, Sony and EDS pavilions — prime territory for delivering the message that Canada is the centre

of ICT innovation and the destination of choice for ICT investment.

For more information about exhibiting at **COMDEX Fall 2002**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 944-9475**, e-mail: **pat.fera@dfait-maeci.gc.ca** Web site: **www.comdex.com/fall** ✪

SAFETY AND SECURITY OPPORTUNITIES

MEXICO CITY, MEXICO — November 5-8, 2002 — Canada will have a national stand at **SeguExpo 2002**, Mexico's premiere trade show in the Safety and Security Sector, which features subsectors such as industrial safety, personal protection, electronic security, fire prevention and fire-fighting, surveillance and access control.

Organized by the Mexican Occupational Health Association, this event provides an optimal marketing environment for companies to show and promote their products and services. The exhibition, which will be held at the World Trade Center, attracts around 6,000 visitors.

The Canadian Embassy in Mexico City invites Canadian companies in the safety and security sector to participate. To learn more, visit **www.seguexpo.com** or contact Lorena Ochoa at the Canadian Embassy in Mexico City, tel.: **(011-52-55) 5724-7987**, e-mail: **lorena.ochoa@dfait-maeci.gc.ca** ✪

Enquiries Service provides counselling, publications, and referral services for importers and exporters. Trade-related information can be obtained by calling (613) 944-9709; by fax at (613) 996-9709; by calling the Enquiries Service at (613) 944-9709; or by accessing the DFAIT Internet site at **www.dfait-maeci.gc.ca**

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