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EXPORT EXCELLENCE

PORTRAITS OF
SUCCESS



OCTOBER IS
CANADA INTERNATIONAL TRADE MONTH



HONOURABLE MICHAEL H. WILSON
MINISTER OF INDUSTRY, SCIENCE AND TECHNOLOGY
AND MINISTER FOR INTERNATIONAL TRADE

Dept. of External Affairs
Min. des Affaires extérieures
APR 26 1995
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A SALUTE TO THE 1991 CANADA EXPORT AWARD WINNERS

As 1991 draws to a close and we head into the next decade there is a lesson to be learned from some of the economic activity we have seen over the last year.

Canadian companies are proving they can compete – and win – in some of the toughest export markets in the world. And that's good news for all of us, because export trade is the cornerstone of the Canadian economy, providing 3 million jobs across the country. Canada's competitiveness is the key to our financial prosperity.

Canada International Trade Month and the Canada Export Awards salute some of the individuals and companies leading the way to international trade success. By adopting a positive outlook and saying "Yes, we can" to expanding opportunities, these businesses help maintain Canada's position as a force to be reckoned with in the international marketplace.

Your company can join the ranks of Canadians who have proven they can compete, and win, globally. External Affairs and International Trade Canada is ready to help you make the most of your competitive advantages. To obtain a printed guide to our programs and services call InfoExport at 1-800-267-8376.

"Yes, We Can!"



JOHN LATHAM, VICE-PRESIDENT, CORPORATE MARKETING,

ALIAS RESEARCH INC.

WITH THE IMAGE OF AN IRON DESIGNED WITH THE AID OF A COMPUTER.

ALIAS RESEARCH INC.

Eight years ago, when Alias Research Inc. opened its doors in Toronto, Ontario, it targeted the animation side of the film and television industry as its largest potential market. When a trip to General Motors in Detroit resulted in interest in the Alias software for automotive styling, the company saw an opportunity and quickly switched gears.

Today, after re-focusing its innovative technology to the industrial design market, it has captured a 50% share of the global computer-aided design market. Exports to 24 countries are responsible for 95% of the total \$26 million in annual sales. And, just to prove that its original strategy wasn't too far off base, its animation technology was used in the recently released *Terminator 2*, the most expensive special effects movie ever made.





AVRAHAM ELARAR, PRESIDENT,

BALLARD BATTERY SYSTEMS CORPORATION

HOLDING A TRAY OF BATTERIES PRODUCED FOR THE U.S. MILITARY.

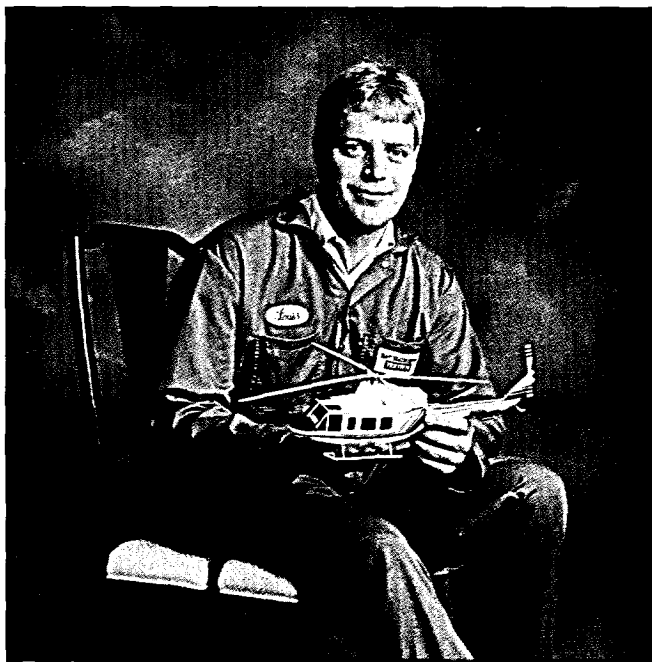
BALLARD BATTERY SYSTEMS CORPORATION

Ballard Battery Systems of North Vancouver, British Columbia, began as a research and development facility with the highest concentration of lithium dioxide battery experts anywhere in the world. Utilizing its team to the fullest, it spent 10 years developing its first products before entering the North American market. Its diligence paid off and Ballard Battery Systems is now a major supplier of batteries to the U.S. and Canadian armed forces.

Ballard Battery Systems products have proven themselves under the harshest conditions – in military use, in space, in remote locations, and in search and rescue missions.

With that kind of field testing, the Ballard reputation speaks for itself and the company has been rewarded with a 500% increase in employee numbers over the past three years, and U.S. military contracts extending well into the 1990s. Having captured 13% of the lucrative North American market the company is now developing new products and new markets for the future.





LOUIS COUDE, PREFLIGHT MECHANIC,

BELL HELICOPTER TEXTRON

WITH A MODEL OF BELL'S MOST POPULAR 15-SEAT HELICOPTER.

BELL HELICOPTER TEXTRON

During the mid-1980s the Canadian government noted that, while Canada was a major end user of commercial helicopters, very few Canadian companies participated in their manufacture. Inviting proposals from a variety of groups they set about building a domestic helicopter manufacturing industry from the ground up.

Today, Bell Helicopter Textron, located in St. Janvier, Quebec, designs, manufactures and assembles five types of helicopters and has become one of the world's largest suppliers of commercial helicopters.

With offices in England, Germany, Singapore, the Netherlands, Hong Kong, Korea and the U.S., Bell Helicopter provides pilot and maintenance personnel training, spare parts supply and diligent after-sales service.





DAVID W. ROBBIE, VICE-PRESIDENT, TRADE FINANCE DIVISION,
CANADIAN IMPERIAL BANK OF COMMERCE.

CANADIAN IMPERIAL BANK OF COMMERCE TRADE FINANCE DIVISION

As the world of international trade and finance becomes increasingly complex and competitive, exporters have found that they require specific, dedicated support. To that end, 1991 marks the first year that the Canada Export Award has honoured companies providing such international trade support.

The Trade Finance Division of Canadian Imperial Bank of Commerce has distinguished itself with a strong commitment and a comprehensive list of services. The support provided ranges from protecting exporters from the pitfalls of a relatively straightforward transaction to arranging financial structures for the most complex of international deals.

If Canada is to continue its strong growth in the global marketplace, these types of services must be made available for large and small exporters alike.





RANDY WRIGHT, MICROWAVE TECHNOLOGIST,

COM DEV

SUPPLIER OF COMMUNICATIONS COMPONENTS FOR SATELLITES.

COM DEV

With facilities in England and Canada, COM DEV of Cambridge, Ontario, designs and manufactures advanced microwave, millimetre wave and signal processing subsystems for the space, aerospace and defence markets.

Simply put, these are the communications systems which enable orbiting satellites to receive a multiplicity of signals from earth stations, process them and return the recombined signals to earth. With a research and development philosophy that states that the work is not complete until the product is the best in the world it is no wonder it has experienced the successes it has.

Today, COM DEV supplies 65% of the Western world's requirements for multiplexing and switching equipment for communications satellites. It has participated in over 40 international space programs and currently has equipment in 120 orbiting satellites.





RANDY G. BISHOP, DIRECTOR OF MARKET DEVELOPMENT,
FISHERY PRODUCTS INTERNATIONAL LIMITED
WITH A REPLICA OF ONE OF ITS 51 VESSELS.

FISHERY PRODUCTS INTERNATIONAL LIMITED

As the world's largest harvester and processor of cod and flatfish, Fishery Products International, located in St. John's, Newfoundland, receives 85% of its annual revenues from foreign sales. In an effort to increase those figures, the company began looking beyond its traditional markets in the United States and Great Britain in the early 1980s. And, while Switzerland may not seem an obvious market for expansion, the choice has proven very successful.

Fishery Products International targeted the huge Swiss food retailer, Migros, as an excellent opportunity to diversify its product range and increase sales. Today, FPI exports \$10 million in annual sales to Switzerland. In fact, the arrangement has worked out so well that a similar strategy has been employed to penetrate the Japanese market.



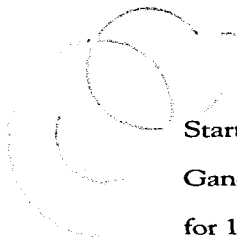


KELLY WORRELL, MACHINE OPERATOR,

GANONG BROS., LIMITED

WITH A BOX OF ASSORTED CHOCOLATES.

GANONG BROS., LIMITED



Starting in St. Stephen, New Brunswick in 1873, Ganong Bros. enjoyed steady growth across Canada for 110 years before venturing into the world marketplace.

It quickly found that the global, confectionery market presented some stiff, traditional competition to newcomers. However, rather than withdraw within the safety of its own borders, once again it set out to make inroads into the non-traditional markets where the large multinationals had yet to penetrate.

Today, Ganong's chocolates are enjoyed in the U.S., Japan, New Zealand, Argentina, Saudi Arabia, South Korea, Barbados, Bermuda and Puerto Rico. And its export sales totals have grown 179% to represent 6% of annual revenues.





LESLIE MOTTA, MARKETING MANAGER,

ISG TECHNOLOGIES INC.

WITH COMPUTER-ENHANCED CAT SCANS AND X-RAYS.

ISG TECHNOLOGIES INC.

The human body is a complex organism. Even with all the recent scientific advances, the cures for many patients' disease and suffering rests in the skilled hands of a surgeon. While it can't improve the surgeon's manual dexterity, ISG Technologies of Mississauga, Ontario, through its 3-D imaging computer work station, has improved the surgeon's view of the body's interior.

An Allegro work station from ISG allows the medical profession to take the two-dimensional images produced by CAT scans and X-rays and layer them to form a 3-D view of the body. The company's newest development, the Viewing Wand System, will actually allow the surgeon to plan the exact route he or she will take to the afflicted area, thereby minimizing surgical risks to the patient.

The company's 1989 revenue, 95% of which were exports, tripled in the past two years to \$12 million in 1990, and today, ISG systems outsell all competitors' products combined.



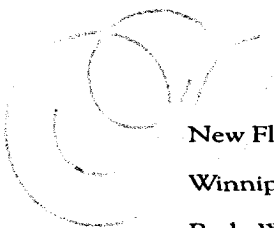


PAMELA FRAME, ENGINEERING ADMINISTRATOR,

NEW FLYER INDUSTRIES LIMITED

WITH A MODEL OF ITS NEW ARTICULATED TROLLEY BUS.

NEW FLYER INDUSTRIES LIMITED



New Flyer Industries was founded in 1930 in Winnipeg, Manitoba, as the Western Auto Truck and Body Works Ltd., a manufacturer of truck and bus bodies. As opportunities presented themselves, it began to manufacture whole buses and changed its name to Flyer Industries.

Today, as New Flyer Industries Limited, it produces a full range of buses for a variety of uses and is still responding to changes and opportunities in the marketplace. As the demand for energy efficient, accessible transportation has grown in the past few years, New Flyer now produces a methanol powered bus for environmental efficiency, a low-floor bus for easy accessibility and an articulated bus for congested urban centres.

Building on the success it has experienced in the U.S., the company is now poised to enter markets in Europe, the Middle East and Mexico.





ROGER FRIESEN, GENERAL MANAGER, SALES AND MARKETING,

PALLISER FURNITURE LTD.

HOLDING A DRAWER FRONT FROM A NEW

LINE OF BEDROOM FURNITURE.

PALLISER FURNITURE LTD.

Palliser Furniture began in Winnipeg, Manitoba, in 1944 with a father and three sons assembling wooden household products on their kitchen table. Today, the company employs 1,700 people and produces a wide range of bedroom sets, entertainment and wall units, occasional tables and upholstered furniture.

To date, it has enjoyed a great deal of success in the U.S. market and has opened manufacturing facilities in North Dakota and North Carolina to better service the market. Currently, it has a full-time sales force calling on retailers in all 50 states.

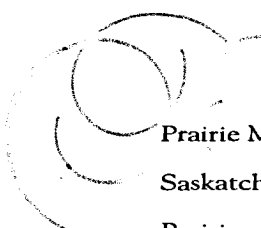
Palliser's contemporary styling, innovative use of laminates, and European flair made a mark in a market saturated with safe, classical designs. And it plans to capitalize on those triumphs by moving into other areas of the global marketplace in the near future.





ROBERT CHAPPELL, VICE-PRESIDENT, GENERAL MANAGER,
PRAIRIE MALT LIMITED
HOLDING A SHEAF OF CANADIAN BARLEY.

PRAIRIE MALT LIMITED



Prairie Malt Limited is located in Biggar, Saskatchewan, the heart of Canada's vast, fertile Prairie region. The area is famous around the world for its rich, black soil and the fine quality barley it produces.

Prairie Malt collects that barley and processes it into high-quality malt for use in the production of beer, whiskey and a variety of food products.

Currently, the company receives the lion's share of its revenues from foreign sales, with the Japanese market accounting for most of the total and the remainder spread between the U.S. and South Korea. New partnerships with Japanese trading houses and relationships with independent breweries around the world are already in the planning stages to ensure a strong, steady growth curve for the future.





DENIS PERRAULT, ASSEMBLER.

PRATT & WHITNEY CANADA INC.

HOLDING A TURBINE BLADE FROM A JET'S AUXILIARY POWER ENGINE.

PRATT & WHITNEY CANADA INC.

Pratt & Whitney Canada started in 1928 as a service centre for piston engines manufactured by its U.S. parent company. In the early 1950s, it began producing its own piston engines and by the latter years of the decade was developing a small turbine engine for general aviation and utility aircraft.

Today, the company, located in Longueuil, Quebec, has annual sales of \$1.5 billion and its products are found in 150 countries worldwide. While some companies might be tempted to enter a holding pattern, Pratt & Whitney Canada has doubled its share of the world market, from 15% to 30% in recent years.

Over the past decade, the company has invested as much as \$250 million a year on research and development. This effort has resulted in a brand new family of engines to power the next generation of aircraft.





DR. MORRIS G. FREEMAN, GENERAL MANAGER,

SEMEX CANADA

WITH CONTAINER OF FROZEN BULL SEMEN FOR SHIPMENT.

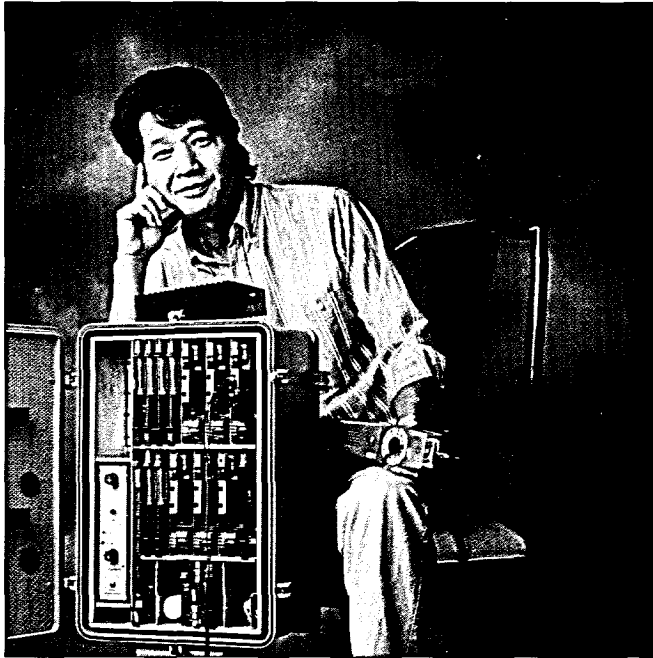
SEMEX CANADA

The agricultural artificial insemination and breeding industry in Canada has a history of co-operation and sharing of resources. When the time came to enter the international market, that attitude continued. In 1974, the six largest suppliers of cattle semen and embryos combined their efforts and resources to form Semex Canada in Guelph, Ontario. As such, the company manufactures no products of its own, concentrating instead on providing global marketing opportunities for its owners.

Today, Semex Canada is active in almost 70 countries. And, in most of those foreign countries, Semex has entered into a franchise agreement with local representatives. This allows the company's research and development team to maximize the applicability of its technology to local needs.

After doing one million dollars in business in its first year of operation, Semex finished the year 1990 with an 18% increase in export sales and total sales in excess of \$30 million.





ROGER YUEN, PRODUCTION MANAGER,

SR TELECOM INC.

WITH SELF-CONTAINED, MICROWAVE TELECOMMUNICATIONS SYSTEM.

SR TELECOM INC.

In 1977, Newfoundland installed SR Telecom's first telecommunications system in the small, remote village of Petites. Within a year, Saudi Arabia had purchased its own system to link sparsely populated desert areas.

Today, while it continues to supply every major telephone company in Canada, SR Telecom of St. Laurent, Quebec, receives 85% of its \$38 million annual revenue from 65 countries around the world. In fact, 40% of all point-to-multi-point microwave units used by public and private telephone companies around the world were designed and manufactured in SR Telecom's plant.

Using technology designed and developed for Canada's vast, underpopulated areas, SR Telecom now brings these vital communications links to emerging nations around the world.





A.K. VELAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER,

VELAN INC.

WITH ONE OF HIS COMPANY'S POPULAR VALVES.

VELAN INC.

Velan Inc. of St. Laurent, Quebec, began fabricating bimetallic steam traps in Montreal in 1950 and within a year it had its first contract with the U.S. Navy. Today, while the company no longer manufactures steam traps, it is one of the only companies in the world able to supply a complete package of valves for oil refineries, petrochemical projects, pulp and paper plants, nuclear facilities and fossil power stations. In fact, it is the largest manufacturer of steel gate, globe and check valves in the world.

Implementing a global perspective from the outset, the company established subsidiaries in the U.S. and U.K. in its early days and has since added facilities in France, Germany, Portugal, Korea and Taiwan. And it is looking to the emerging markets in other parts of the world for even more challenges and opportunities.



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