

Team Ontario

builds ties with Russia and Germany



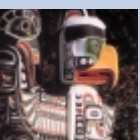
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Ontario has once again raised its profile as a leading edge, competitive and technologically advanced economy. In February, Premier Mike Harris led a Team Ontario delegation of more than 100 business people to Russia and Germany as part of the Team Canada trade mission. The 10-day mission generated new business deals, strengthened cultural ties and will create new jobs for Ontario.

"Trade missions are crucial to Ontario's global strategy for increasing trade and foreign investment," said Harris. "Thanks to Ontario's Russian and German communities, we have strong ties with both countries. These ties generate billions of dollars in two-way trade each year and thousands of jobs for the people of Ontario. This is a great opportunity to build new business relationships and create even more jobs."

Moscow was the first stop for the delegation. The Russian economy is poised for expansion, creating new opportunities for Ontario businesses. And opportunities were realized as 18 Ontario companies and organizations inked new business

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Premier Mike Harris in Munich, speaking to one of the Ontario Showcase Program audiences during the Team Canada Trade Mission.

Runciman promotes Ontario's competitiveness to the world

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and announces auto sector roundtable

“Ontario has built the foundation for a strong, vibrant economy and our government is committed to building further on the significant economic gains made over recent years,” said Bob Runciman, Minister of Economic Development and Trade, at the recent World Economic Forum in New York City.

Runciman attended the Forum to promote awareness to world leaders of Ontario's consistent economic growth, and the sound fiscal management that has enabled the province to weather the recent economic slowdown. During a panel discussion on competitiveness, he also reaffirmed the government's commitment to stay one step ahead, and ensure that Ontario's businesses and industries can effectively compete with the best in the world.

The Ontario government has already cut taxes, eliminated barriers to business growth and invested in key areas such as education and innovation. It has established a Task Force on Competitiveness, Productivity and Economic Progress to assess and compare Ontario's competitiveness globally. The Task Force report is expected this fall. Additionally, following successful consultations by Ted Chudleigh, Parliamentary Assistant with the investment, chemical and Industrial-Commercial-Institutional construction sectors, Runciman announced that he plans to work with representatives of Ontario's automotive

sector to examine strategies to support this key sector's continued strength over the next 20 years. Ontario's automotive sector accounts for close to 40 per cent of the province's exports and more than 19 per cent of manufacturing jobs in the province.

“I'm eager to work with Ontario's auto industry to ensure that it remains strong,” Runciman said. “We want to do whatever we can to ensure that Ontario's economy continues to grow and that business leaders around the world know that Ontario remains open for business.”

The World Economic Forum provides a platform for discussion, debate and action on key global issues of the global agenda. This year, the five-day meeting attracted more than 2700 participants from 106 countries. For the first time in the Forum's 30-year history, this international event was moved from Davos, Switzerland to New York City, in a show of global solidarity following the events of September 11.

Team Ontario builds ties with Russia and Germany

deals worth more than \$165 million. Said Harris, "These signings represent a first step into the Russian market for some companies and a chance to expand their business for others. All will bring major benefits to Ontario and Russia." Two-way trade between Ontario and Russia topped \$300 million in 2000. More than 20 Ontario companies are located in Moscow.

In Germany, the delegation visited Berlin and Munich, and built further on the strong relationship that already exists. Germany is Ontario's fourth largest investor, and sixth largest trading partner. Two-way trade was more than \$4.7 billion in 2000. Business agreements signed during the Team Ontario trade mission include:

- **Northern Digital Inc. (NDI), Waterloo:** Northern Digital (NDI) signed a contract with BrainLAB of Munich. NDI's three-dimensional measurement technology will be incorporated into BrainLAB's image guided surgery systems for minimally invasive medical procedures. NDI also signed a memorandum of understanding to supply measurement systems to BrainLAB. The agreement is valued at \$8 million over two years.
- **DECODE Entertainment Inc., Toronto:** DECODE Entertainment signed a contract with SuperRTL of Cologne to license 39 more episodes of Angela Anaconda, a children's animated series. The value of the deal is \$2 million.
- **Entrust Technologies Inc., Ottawa:** Entrust Technologies signed a contract with Siemens AG - ICS ISA to purchase Entrust licenses for the worldwide sales of key elements of its enhanced security technology.

Also, Team Canada held two investment and three science and technology seminars about photonics, biotechnology and technology transfer, in Berlin and Munich. The seminars attracted more than 900 senior executives from leading conglomerates and *Mittelstand* companies – multi-million dollar, small- and mid-size firms – the predominant source of German investment in Canada.

While in Germany, Harris paid homage to Holocaust victims and survivors, and honoured Canadians who lost their lives in the Second World War. Harris also officially opened Ontario's newest International Marketing Centre, co-located in the Canadian Consulate in Munich. This

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Jobs and investment flow across borders with relative ease in today's global economy. The most competitive jurisdictions are winning the jobs. Our government understands this, and we have dramatically improved our competitive strengths by cutting taxes, reducing red tape and investing in new infrastructure. We have also developed an aggressive global strategy to attract investment, boost exports and secure 21st Century jobs for communities across the province.



One key element of our global strategy lies in raising the international profile of Ontario businesses. To further this goal, Premier Harris led a team of more than 100 Ontario business leaders to Russia and Germany as part of the recent Team Canada trade mission. It was a great success! Team Ontario representatives strengthened existing business ties and explored new business opportunities. Individually, they increased their own company's visibility on the international radar screen. Collectively, they signed deals worth more than \$165 million. They also made new contacts that could lead to continued trade, more exports and new jobs for Ontarians in the future.

While in Germany, Premier Harris took the opportunity to officially open Ontario's newest International Marketing Centre located in Munich. Our permanent presence in this key market will raise awareness of Ontario as a prime source of products and services, and provide a competitive edge for our businesses. The Marketing Centre will also aggressively promote Ontario as a prime destination for investment.

When our government promotes Ontario abroad, we point to our province's significant attributes. We point to our high quality of life, skilled workers, excellent health care and education systems, and safe communities. We also point to several key reasons for our solid economic foundation. These include:

- **Tax cuts:** Our government has cut taxes almost 200 times; boosting consumer spending and helping businesses protect and create jobs.
- **Reducing red tape:** Less red tape means fewer barriers to business, investment and job creation. Our government has eliminated more than 1900 unnecessary regulations.
- **Balanced budget:** We have balanced Ontario's budget in each of three consecutive years.
- **Modern infrastructure:** Since 1999, and together with our partners, we have committed \$13 billion to more than 3,000 infrastructure projects.

Our government is acting aggressively to ensure a strong, competitive and growing Ontario. Our global strategy is designed to send this message out into the world.

Bob Runciman
Minister of Economic Development
and Trade



Members of the Ontario Delegation with Premier Mike Harris in Munich, Germany during the Team Canada Trade Mission

Ontario auto parts maker commands 52% of market share

Wescast Industries Inc. is the world's largest supplier of exhaust manifolds for passenger cars and light trucks. With six facilities located across Southwestern Ontario, it also ranks among the leading auto parts makers in Canada.

“Last year we produced just over 14.5 million manifolds,” said Ray Finnie, President and CEO of Wescast Industries Inc., from the company's headquarters in Brantford. “About one million were exported to Europe, the rest were distributed across North America.” A manifold is a fundamental component of an automobile. Constructed of cast iron or steel, it is a curved pipe that conducts the exhaust gases from the combustion chambers to the exhaust pipe.

“Our focus is on quality, delivery and cost,” says Finnie. “In all of these areas, we work hard to be the best in the world.” This focus has been successful. Last year the company expanded its North American market share to 52 per cent, made more than \$400 million in sales, and invested more than \$50 million in additional production capacity. It was also selected GM Supplier of the Year for the seventh year in a row and has won awards of excellence from both Ford and DaimlerChrysler.

In January, Wescast announced it had been contracted to supply machined exhaust manifolds and catalytic converter containers for Nissan's next generation V6 program. “This is a significant order for us,” says Finnie. “The automotive companies outside the traditional big three are improving their market share in North America all the time. It is important that



we gain a foothold with them.” Under a five-year agreement, Wescast will produce 380,000 exhaust manifolds and 190,000 catalytic converter containers annually.

Wescast is currently in the process of building a technical development centre and corporate office in Brantford. “Technological advances are critical, and research and development is vital and constant,” says Finnie. “One priority is to increase the temperature capability of our manifolds. There is pressure from within the industry to do this, because when you have higher temperatures you have lower emissions.”

The company will conduct this important work, and all other functions, with the help of a highly committed work force. The *Globe and Mail's Report on Business* has chosen Wescast as one of the best companies to work for in Canada. “We make sure that our employees are very well informed about our customers and their needs, and the major strategic goals of the company,” says Finnie. “There is continuous training and upgrading of skills, all employees contribute to the decision-making process, and an equity aspect ensures that the needs of customers,

employees and investors are well balanced.” There are 2,300 employees in Wescast facilities located in Brantford, Wingham, Stratford, Strathroy and North Huron.

Wescast recently announced that production of GM 8.1 litre and Jaguar steel manifold programs would be transferred to other suppliers, in part because of a reduction in the long-term market potential for steel manifolds in North America. This transfer is expected to occur by June 30, 2002. These programs would have represented less than 8 per cent of Wescast's sales in 2002.

As for the future, Wescast will seek more growth in the European market. It will also move towards diversification. “We will reach a peak in our product range in manifolds,” says Finnie. “So we plan to do some development work in areas such as integrated manifold and turbochargers. Increasingly, car companies are looking to have systems supplied to them, not just components, and we will move in that direction.”

Company: Wescast Industries Inc.
Location: Brantford
Sector: Auto
Contact: www.wescast.com

As part of Ontario's global strategy, the government is actively promoting the province in key international locations to promote Ontario's excellent investment environment and increase trade. On February 20, Premier Harris officially opened Ontario's International Marketing Centre in Munich, Germany, is co-located with the Canadian Consulate.

"As well as cutting taxes and reducing red tape, we are promoting our province to the world to create jobs," Harris said. "As part of our plan to promote Ontario as a great place to do business, we're opening centres in major markets around the world."

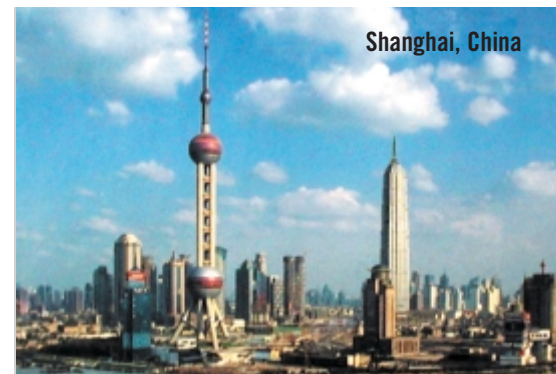
Ontario launches Marketing Centre in Germany

The government has opened International Marketing Centres in New York City (on January 15) and in Shanghai, China (on February 18). Additional European and Asian offices are also planned. Ontario's presence in these five key markets will provide a competitive edge in the hotly contested race to win trade contracts and investment deals. The centres will offer valuable on-the-ground support for Ontario's export activities. They will also help build relationships in the host country on behalf of Ontario companies, and aggressively work to raise Ontario's profile as a prime source of products and services.

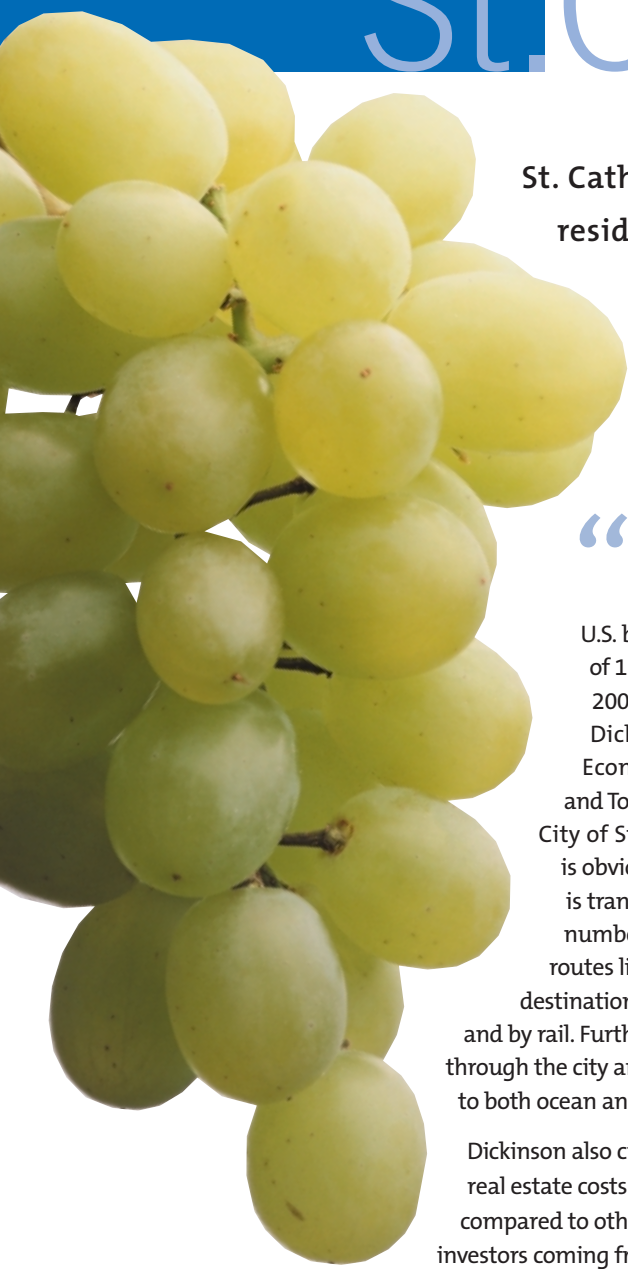
"This newest marketing centre is a resource for Ontario business people who want to

get into the German market, and for Germans who want to know more about doing business in Ontario," Harris said. "Ontario drives the country's economy and we're committed to doing even more to help Canadian businesses succeed."

Ontario already has a well-established trade relationship with Germany. Two-way trade was more than \$4.7 billion in 2000, making Germany the province's sixth largest trading partner. Exports worldwide represent 52 per cent of Ontario's GDP, and support 1.6 million jobs. Increases in net exports over the past four years have been responsible for 20 per cent of Ontario's economic growth. Says Harris, "Whether you're importing, exporting or investing, Ontario is a great place to do business."



St. Catharines



St. Catharines is known as Canada's Garden City and its 140,000 residents take pride in its lush gardens, tree-lined streets and well-preserved Victorian neighbourhoods. They take equal pride in the strength of St. Catharines' diversified business sector and the many advantages that the city offers to the business community.

"St. Catharines is about 15 minutes from the Canada-U.S. border. There is a market of 12 million people within a 200 km radius," says Brock Dickinson, Director of Economic Development and Tourism Services with the City of St. Catharines. "Location is obviously a key attribute. So is transportation. We're on a number of main transportation routes linking Toronto to larger U.S. destinations. We're well served by air and by rail. Further, the Welland Canal runs through the city and provides excellent access to both ocean and Great Lakes shipping."

Dickinson also cites the advantage of low real estate costs and a lower cost of living compared to other cities. "Developers and investors coming from Toronto or the States are often astounded at the affordable rates for our industrial or commercial land," he says. St. Catharines has approximately 300 acres of zoned industrial land and state-of-the-art office space in the downtown core, as well as several business parks.

Historically, St. Catharines has been an automotive and industrial town. The primary automotive employer is General Motors. Their location in St. Catharines has prompted several spin-off businesses. Shipbuilding is another major local industry. In recent years, however, the local economy diversified from its manufacturing roots. Agriculture maintains its significance, and the wine industry is burgeoning. "We also have a rapidly growing information technology sector, up about 110 per cent each year over the last three years," says

Dickinson. "This is partially because there are two main fibre optic backbones that connect Ontario to the U.S. One of these runs from Toronto to Buffalo passing directly through downtown St. Catharines. So all of our major office buildings and downtown infrastructure can be linked directly to state-of-the-art fibre optic networks."

Economic diversification can also be linked to Brock University and Niagara College. These forward-looking local institutions are establishing positive links with the business community. These partnerships have helped encourage the growth of the agritech and biotech sectors. "Businesses can be assured of quality workers due to the strength of our postsecondary training and skills delivery programs," says Dickinson.

The City of St. Catharines is focused on developing business opportunities. "We are well positioned in terms of gathering information and having contacts in the international arena," says Dickinson. The City is also completing a new long-term development strategy focusing on four key neighbourhoods. Through this, it is brokering a number of public-private partnerships to make significant new resources available for economic development and business development opportunities.

"We know we have the infrastructure for emerging industries," says Dickinson. "Our goal is to also identify partners and angel investors to help get these companies off the ground."

Dickinson explains that as little as six years ago, the Niagara region had one of the highest unemployment rates in southern Ontario. "At the end of last year, it was only 4.9 per cent, which made it the third lowest urban centre in the country," he says. "We feel things are moving along very well right now. St. Catharines' future looks very bright."

Visit www.st.catharines.com for more information.

Province funds Walkerton Business Recovery Plan



MEDT Minister Bob Runciman and Bruce-Grey-Owen Sound MPP Bill Murdoch presented a cheque recently for further funding for economic development to Brockton Mayor David Thompson and others.

The Municipality of Brockton, Ontario is moving ahead with a new economic development plan after receiving a total of \$7.4 million in additional assistance from the Ontario government to deal with the effects of the contamination of its water supply. The provincial money will fund the \$2.6 million Walkerton Business Recovery Plan, developed by the local community through the Brockton Economic Development Committee. Approximately \$5.34 million will cover costs associated with the restoration of clean water, including well remediation and upgrades, water main replacement and road restoration. The Ontario Government's direct contribution to help Walkerton cope with the crisis now exceeds \$29 million.

“The community will use \$2.6 million of the latest funding for long-term economic development,” says Minister of Economic Development and Trade Bob Runciman.

Brockton Mayor David Thomson is pleased with the government's \$29 million contribution to the community's recovery. “The government recognized our needs,” he says. “It is working to help our community recover and open up new opportunities for economic growth.”

The Ministry of Economic Development and Trade is working closely with the municipality's officials to help promote the area as an investment destination.

“Once Brockton establishes its economic development office, Walkerton will be in a better position to access our ministry's services,” says Runciman. “We'll supply all of our expertise in investment, trade, and small business to help the region reach its potential.”

Walkerton is home to several industries, including the award-winning Bogdon & Gross Furniture Company Limited, C.S.S. Industries (wooden products), Energizer Canada, Larsen & Shaw (metal stampings) and Hammond Power Solutions Inc. (electrical equipment). Many companies have operated in the area for several decades.

“The community will use \$2.6 million of the latest funding for long-term economic development.”

“Walkerton has a proud history of industry and commerce,” says Runciman. “And that, combined with the resiliency shown by the individuals and businesses through this challenging period, bodes well for the future.”

Innovative design and smart marketing drive Liberty's sales

Liberty Motor Company is using an innovative design and 15 years of automotive marketing experience to great advantage. Three years ago, the Oakville company pioneered the inexpensive conversion of a standard Ford Windstar van into a multi-purpose vehicle that can transport wheelchairs and scooters with ease. It now has a substantial share of the wheelchair van conversion market in North America.



Liberty's low-floor, rear entry design can accommodate large wheelchairs and scooters, and eliminates the need for a curb and special handicapped parking spaces. The converted van looks exactly like a regular Ford Windstar, and maintains a six person capacity. It can also handle two wheelchairs, if the standard middle seat is removed.

"We really got started about three years ago at a trade show in Los Angeles," says Jones. "We had sold a few units on a custom basis, but during the show we got an order from 40 units from a taxicab company, and sales took off."

Paul Collette, an engineer at Liberty, developed the simple, rear-loading design that is the key to the vehicle's appeal. Conventional side-loading vans require extensive modifications, including the installation of expensive hydraulic lifts to get the wheelchair passenger inside. On a Liberty van, an aluminum ramp folds down manually from inside the rear door.

"With Paul's design, we only have to cut the floor of the van, and we can leave the frame intact," says Jones. "He's just come up with a new design that has cut our production time from 80 hours to 40 hours per vehicle, and reduced the number of parts we need. We're now turning out 35 vehicles per month, and we could double that with our present staff and facilities."

The Liberty modified Windstar provides easy access for persons with disabilities and their mobility device.

Liberty Motor Company is using an innovative design and 15 years of automotive marketing experience to great advantage. Three years ago, the Oakville, Ontario company pioneered the inexpensive conversion of a standard Ford Windstar van into a multi-purpose vehicle that can transport wheelchairs and scooters with ease. It now has a substantial share of the wheelchair van conversion market in North America

"The market for these vehicles is large, and it's growing," says Simon Jones, company president. "The problem has been that most van conversions are very expensive, and involve extensive changes to the vehicle. We offer a different solution."

Keystone's Bandana Sharma operates the sophisticated machinery that produces a "smart" card with an embedded microchip in a single pass.



Success is in the cards

The future is definitely in plastics for
Keystone Manufacturing (Plastics) Limited.

When it was purchased in 1984 by company president William Edwards, Keystone was a small operation that printed about \$200,000 worth of basic plastic cards each year. By investing in the latest technology and maintaining strict quality control, Keystone capitalized on the huge increase in demand for high-tech plastic cards. The company now has annual revenues exceeding

\$9 million and employs 70 people at its plant in suburban Toronto.

"We produce between 55 and 60 million cards a year, of all descriptions," says Bud Kronenberg, the company's Executive Vice President and General Manager. "That includes smart cards with embedded microchips, credit cards, bank cards, phone cards and access cards. Our latest contract is to produce the federal government's Firearms Registration Cards. It's the largest federal government card program ever."

Keystone prides itself on the quality of its card products, which have won numerous design and quality awards. Customers include many of Canada's best-known retailers, banks, institutions and various levels of government. The company provides them with a wide range of services, from printing blank cards to personalized magnetic stripe cards and ultra-secure smart cards with embedded microchips. Since Keystone is one of only three card producers in Canada – the other two are branches of multi-nationals – it's very likely your wallet contains at least a few of the company's products.

"We have access to a great work force here in Toronto," says Kronenberg. "They're highly skilled, and we have a very low turnover rate. We maintain a very high level of security here."



Although they are just now becoming popular in North America, smart cards with embedded microchips that contain a large amount of data have been in use in Europe for many years. Keystone is at the forefront of this growing market.

"Unlike the magnetic stripe card that we're all accustomed to, a card with an embedded microchip is very, very secure and almost impossible to forge," says Kronenberg. "In France, they're used for Visa cards, and they've virtually eliminated fraud."

Two years ago, Keystone made a major investment in smart card production equipment. They can now produce a personalized smart card in a single pass. The equipment is flexible and can handle all card sizes and configurations.

Along with its high quality standards and state of the art equipment, Keystone's impressive sales growth is the direct result of relationship marketing, according to Kronenberg. The company has sales offices in Vancouver, Calgary, Montreal and Toronto, and representation in the United States and Switzerland.

"We give our sales reps autonomy, and they maintain face-to-face relationships with our clients," he says. "We've learned to be nimble with all sorts of organizations, from smaller niche companies to large financial institutions and government."

Company: [Keystone Manufacturing Limited](#)
Location: [Toronto](#)
Sector: [Plastics Manufacturing](#)
Contact: www.keystoneplastics.com

gains export edge

In today's fast-paced digital world, small- and medium-size enterprises (SMEs) need every advantage to stay competitive and rise to the top of their industry. With the help of a newly launched e-commerce export guide, now they have that edge.



The Ontario E-Commerce Export Guide is a straightforward, plain-language introduction to e-commerce for exporters. For companies who are new to the Web and unfamiliar with the advantages of conducting business online, it addresses basic e-commerce questions, presents easy-to-follow steps to consider in planning for electronic business, and includes an extensive list of additional resources.

Right now Canada accounts for 7.5 per cent of world economic activity over the Internet. According to industry experts, if Canada embraces e-commerce, its Internet-based economy could climb to \$156 billion in revenues and create 180,000 jobs by 2003.

A Web site can significantly enhance a company's communication with its customers and improve sales. Brian Weller, President of Precision Label and Tag in Richmond Hill, set up his corporate Web site in 1996. In five years his site has made a solid contribution to the company's marketing mix. "For being in a niche consumer packaging business, we've had an amazing 16,000 hits to our site," says Weller. Through diligent listings of their site, they consistently pop up on most major search engines. "We get substantial work in Canada and the U.S. right from our site."

The Ontario E-Commerce Export Guide encourages SMEs to develop an Internet strategy. By offering advice and outlining best practices, it encourages SMEs to take advantage of exporting opportunities presented by the digital economy.

The Guide is available in
a printed booklet and

CD-ROM version. The CD-ROM also includes three practical quizzes to help companies assess their e-business readiness and test their knowledge in three important areas: E-commerce Introduction; Internet Savvy; and Export Readiness. As well, it provides a useful formula for calculating e-commerce cost savings and detailed information for developing an e-commerce Web site based on a company's budget and needs.

The Guide complements *Getting Ready to Export*, a practical manual that explores the fundamental technical and market requirements for export success and resources for small- and medium-sized enterprises.

Both guides are produced by Ontario Exports Inc. (OEI) as part of the Ontario government's Digital Economy Strategy. OEI is the province's lead trade agency and a primary contact for Ontario SMEs for trade and export services and support, including e-commerce information.

The Ontario E-Commerce Export Guide is available through the province's Small Business Enterprise Centres and Business Self-Help offices across the province, as well as field and regional offices of the Ministry of Economic Development and Trade. It is also available in Northern Ontario through the Ministry of Northern Development and Mines. The print version can be downloaded from the OEI web site at **www.ontario-canada.com/export**.

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Team Ontario builds ties with Russia and Germany



Centre will help raise awareness of Ontario as a premier destination for investment and a prime source of products and services. "Foreign investment and Ontario exports help create jobs and keep our economy strong," Harris said. "Only a strong economy will give us the resources we need to protect the programs and services we value, including high quality education and health care."

Ontario "works globally to win jobs locally." Its global strategy integrates export development, investment attraction and profile-building activities in key markets around the world. Trade missions form one successful component of international business efforts. "We are confident in the ability of Ontario business people to compete successfully with other firms internationally," said Harris. "This mission has provided the opportunity to get the attention of the decision-makers."

More than 300 Canadian business leaders and 12 provincial and territorial leaders participated in Team Canada 2002. Canadian companies signed 133 business deals valued at \$583 million. Key sectors promoted by Team Ontario included information technology, telecommunications, education services, automotive parts production, mining and construction æ all high growth potential areas for Ontario-based companies.

For more information on Ontario's Global Strategy visit www.2ontario.com/global

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Canadian survey expertise goes global

The information will be published by the Ontario Geological Survey and used by private sector mining developers searching for kimberlite and other mineral deposits in the area.

"There's also a growing demand for our services for environment-related projects," says Roberts. "Environmental mapping of fresh water, ground water and hazardous

waste can be done quickly and efficiently by using airborne surveys. We also provide data for engineering studies on large projects like pipelines."

Company: Fugro Airborne Surveys
Location: Ottawa
Sector: Geophysical Services
Contact: www.fugroairborne.com

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Innovative design and smart marketing

Liberty's van conversions are very popular with taxi-cab owners, since they provide a wheelchair accessible vehicle that can also operate as a regular cab. With many jurisdictions now mandating a certain proportion of wheelchair-accessible cabs in fleets, Liberty's vehicles offer a low-cost solution.

"Sixty percent of our business is with taxi owner/operators," says Jones, "from large fleets to single owners. We now have the first wheelchair accessible cabs in New York City, running in a pilot project. About 20 percent of our sales go to dedicated para-transit companies, and the rest go to retail sales, people who want their own wheelchair-accessible vehicle at a reasonable price."

Pricing is another key selling point for Liberty, with the converted vans selling for around \$33,000 (US), compared to other conversions that range between \$40-\$50,000 (US). The company has combined a great product with its 15 years experience in the U.S. as vehicle re-seller. Since Liberty exclusively sells sales agreement Ford Windstar vans (built a couple of kilometres away in Ford's Oakville plant), buys all its parts from Ontario suppliers, and works with a very competitive Canadian dollar, it can offer its customers a low-cost, high quality vehicle.

"We're selling in most U.S. states and Canadian provinces," says Jones, "and as new legislation regarding the rights of persons with disabilities is passed, we see our market growing very rapidly. Our vans solve the problem of wheelchair transport easily and cheaply, and our sales can only grow."

Company: Liberty Motor Company
Location: Oakville
Sector: Auto
Contact: www.libertymotorco.com

Canadian survey expertise goes global



A typical FAS aircraft at work. The company used helicopters to survey the “Mars” habitat on Devon Island, Nunavut for NASA last summer.

If you’re looking for diamonds, oil, gas or water, Fugro Airborne Surveys (FAS) can likely point you in the right direction. The Ottawa-based company is a world leader in geophysical surveying and a key part of a widely-held international corporation (Fugro N.V.) based in the Netherlands.

Canada’s expertise in geophysical surveys dates back to 1842, when renowned geologist William Logan was appointed as the first director of the Geological Survey of Canada. Canadian leadership and innovation grew out of necessity as the country’s mining and petroleum industries expanded. Today, that capability is in demand at locations around the world and is even being used in an extra-terrestrial project.

“FAS was created two years ago with the merger of four leading airborne geophysical survey companies. Each company brought specific strengths to the new organization. We now have a worldwide reach.”

Airborne surveyors use a variety of instruments and sensors to record geophysical data from vast, often remote, areas. Aircraft pass over the area and gather data, which after analysis can tell the client what lies below the earth’s surface.

“A typical client is a mining company or provincial or federal government agency,”

says Roberts. “We do the survey, collect the data, interpret it, and provide it to them in a digital format. We’ve developed most of the software that we use.”

An unusual client was the National Aeronautics and Space Administration (NASA), which hired FAS to survey the Haughton Crater in Nunavut last year. NASA is using the crater as a “Mars-analog” site to test equipment and operations for future exploration. FAS used a helicopter to survey the crater, which is believed to have geology similar to that of Mars.

Another recent FAS project is Operation Treasure Hunt, an exploration program completed for the Ontario Ministry of Northern Development and Mines. Designed to stimulate mining industry investment, the project included an airborne geophysical survey in the Wabigoon area of northwestern Ontario.

FAS completes these diverse projects with a de-centralized corporate structure, with 20 offices worldwide and a staff of over 300 people. The company operates its own fleet of aircraft for the survey work and leases helicopters on a project basis. Clients get a “turnkey” solution, from the gathering of all data through to final reporting.

Sophisticated communications systems let FAS process the data virtually anywhere.

Field offices are set up on site to process the data. The data is then sent via satellite to the home office in Ottawa for final quality control checks.

FAS takes advantage of Ontario’s long-standing leadership in geological expertise. The Ottawa office is in charge of the company’s operations in North and South America. In Canada, Ontario and Quebec continue to provide most of the company’s survey and mapping work, with some recent kimberlite (diamond) exploration work in the Northwest Territories. FAS has surveyed across Canada.

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OBR

Ontario

BUSINESS REPORT

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Electronic versions of *The Ontario Business Report* can be found on the Ministry’s Web site www.ontario-canada.com.

The focus of this newsletter is on business – successes, news, trends, opportunities, challenges and issues affecting Ontario’s business climate. Information is drawn from ministries and agencies across government and from other public sources believed to be reliable. All efforts are made to ensure timeliness and accuracy.

La version française du *Ontario Business Report* est disponible sous le titre *Cahier des affaires de l’Ontario*.

We want to hear from you.

Comments and contributions are welcomed.
Please write us by mail, fax or e-mail.