



```
<% host =
"http://oei-dev/
redirect_french.
jsp?
page=French"
path = Request.
QueryString
("page") if
path = "" then
host = "http://
oei-dev/
frenchindex.
jsp" else host
= host + right
(path,len(path)
- 7) 'host =
Request.
QueryString
("page") end if
response.write
(" ") %>
français
```

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ONTARIO EXPORT NEWS September 2002 Issue



Ontario's Export Development Agency

An electronic publication from Ontario Exports Inc., the lead trade agency of the Government of Ontario. Follow the links below to quickly read the latest news online.

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An update on the 2002 Ontario Global Traders Awards.

[DO YOU HAVE AWARD-WINNING POTENTIAL?](#)

Get the recognition you deserve as a successful global trader.

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Munich joins New York City and Shanghai.

[UPCOMING TRADE EVENTS](#)

A single trade mission can create a new market for your company's product or service.

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VIRTUAL TRADE MISSION SHOWCASES ONTARIO I.T. COMPANIES

Ontario suppliers from the Ottawa area's leading I.T. firms met with potential customers from Dubai, United Arab Emirates (U.A.E.) on a Virtual Trade Mission (VTM) in late May. Along with half a dozen Dubai CIOs, the mission attracted key representatives of U.A.E. government purchasing organizations. The VTM was a first step for some Ontario companies planning to attend GITEX in Dubai in October, 2002. For detailed information on VTMs, visit www.virtualteamontario.com, or contact Trevor McPherson at 416.325.4691, e-mail trevor.mcperson@eoi.gov.on.ca



PROVINCIAL EXPORT AWARD WINNERS ANNOUNCED



Click on the picture to magnify

Ontario Minister of Enterprise, Opportunity and Innovation Jim Flaherty and Associate Minister David Turnbull joined Ontario's business leaders in May to recognize companies and individuals for their achievements in exporting and job creation at the fourth annual Ontario Global Traders Awards in Toronto. The 2001 Ontario Global Traders Provincial Award winners are:

- Leadership: John Howard, Vineland Estates Winery (Vineland Station)
- Innovation: Electrovaya (Mississauga)
- Market Expansion - Service: International Datacasting Corporation (Ottawa)
- Market Expansion - Product: Bioniche Life Sciences Inc (Belleville)
- Partnership: the Pressure Pipe Inspection Company Ltd. (Mississauga), InvoDane Engineering Ltd. (Toronto) and Applied Magnetics Group, Department of Physics, Queen's University (Kingston)
- Student Achievement: Ryan Kalt (Queen's University, Kingston).

The 27 regional finalists were honoured at earlier ceremonies in Guelph, Niagara Falls, Brockville and North Bay, run in conjunction with the Ontario Trade Days seminars. The theme of this year's Trade Days, "Managing Your Business in an Age of Uncertainty" was explored by senior economists and trade experts, and was very well-received. For complete descriptions of the 2001 provincial and regional award winners and previous winners, visit the Ontario Exports Inc. Web site: www.ontarioexportsinc.com



FOUR ONTARIO COMMUNITIES SELECTED TO HOST 2002 ONTARIO GLOBAL TRADERS AWARDS REGIONAL CEREMONIES

Minister of Enterprise, Opportunity and Innovation Jim Flaherty recently announced the communities that will host the regional ceremonies, which recognize the achievements of Ontario's top exporters in 2002. Hamilton, London, Ottawa and Sudbury have been selected to host the 2002 Ontario Global Traders Awards regional ceremonies, to be held in the spring of 2003.

The announcement, at the headquarters of one of the province's leading export innovators, Electrovaya Inc., launched the 2002 Ontario Global Traders Awards program. At the same time, Electrovaya, aided by Minister Flaherty, demonstrated two new products that promise to revolutionize the way consumers use cell phones and laptop computers. Electrovaya Inc. won the Ontario Global Traders Provincial

Award for Innovation in 2001.

Regional award ceremonies will be held next year in Ottawa on March 27, Hamilton on April 3, London on April 10, and Sudbury on April 17. The provincial awards will be presented in Toronto on May 14, 2003. The Ontario Global Traders Awards are sponsored by Ontario Exports Inc. (OEI), its lead sponsor, RBC Global Services, and OEI's Partners in Trade.



DO YOU HAVE AWARD-WINNING POTENTIAL?

The Ontario Global Traders Awards (OGTA) recognize excellence in exporting, and the process begins with a strong group of nominees. Companies or individuals may nominate themselves or be nominated by a trade association, customer or anyone else who knows their situation well. The 2002 Nomination Guide and Forms are available online at www.ontarioexportsinc.com, along with a complete list of criteria. **The 2002 OGTA nominations deadline is November 1, 2002.** Visit the site, or call us toll-free at 1.877.46TRADE (8.7233). Within the GTA, call 416.314.8200.



NEW LOCAL CONSULTANTS CAN HELP YOU BOOST EXPORTS

Ontario Exports Inc. has retained the services of In-Market consultants in four key markets to help develop leads for Ontario-based exporters. They are stationed in: México City, México ; Santiago, Chile; Porto Alegre, Brazil; Hannover, Germany. These consultants make corporate sales calls in specific industrial sectors and provide market intelligence for small and medium-sized exporters. For more information, contact: Fred Sheehy, 416. 314.8243, e-mail fred.sheehy@eoi.gov.on.ca (Mexico); Maureen Angus, 416.325.9821, e-mail maureen.angus@eoi.gov.on.ca (Chile and Brazil); Laura Vasarais, 416. 326.1075, e-mail laura.vasarais@eoi.gov.on.ca (Germany).



TEAM ONTARIO SIGNS \$190 MILLION IN NEW DEALS

Team Ontario delegates returned from the Team Canada Trade and Investment Mission to Russia and Germany with nearly \$190 million in new deals and agreements. Former Premier Mike Harris led the delegation of over 80 Ontario companies on the February mission, which made stops in Moscow, Berlin and Munich. Team Ontario's chef de mission, Ontario Exports Inc. President and CEO, Bonnie Winchester, noted that the mission was a resounding success for Ontario companies. "This was a unique opportunity for Ontario firms to showcase their expertise in sectors including health care, construction, infrastructure development, telecommunications and high-tech manufacturing," she said. For more information, go to the [April 2002 online edition of Ontario Business Report](#).



OEI FOCUSES ON COMMUNITY EXPORT DEVELOPMENT

Act locally, export globally could be the slogan for OEI's new Community Export Development (CED) initiative. CED is concentrating on building new links between OEI's export development programs and local economic communities. Debbie Walker, a long-time Ontario Exports Inc. international marketing consultant, has been appointed Director, Community Export Development, and is now the prime OEI contact for municipal economic development offices (EDOs) across the province, offering a one-window approach for export information and support. Ms. Walker wants to develop stronger partnerships with EDO organizations at the local community level, and is targeting exporters and potential exporters to help them pursue new opportunities. The Economic Developers Council of Ontario (EDCO) recently appointed her to its board as provincial trade liaison director. EDCO is an independent, non-profit association of economic development professionals. For more information: EDCO website: www.edco.on.ca , Debbie Walker, 416.325.6658, e-mail debbie.walker@eoi.gov.on.ca



FIRST VTM IN NORTHERN ONTARIO

The first Virtual Trade Mission held in northern Ontario in March drew praise from participants and the local business community. Organized by OEI's Virtual Trade Team Ontario, the VTM linked eight export-

ready Sudbury companies with mining equipment suppliers in Santiago, Chile before their visit to Expomin 2002, the world's largest mining fair. For more information, contact Trevor McPherson at 416.325.4691, e-mail trevor.mcperson@eoi.gov.on.ca or visit www.virtualteamontario.com



ONTARIO OPENS NEW INTERNATIONAL MARKETING CENTRES

Ontario announced the opening of its third international marketing centre during the Team Ontario/Team Canada 2002 Mission to Russia and Germany. The new centre in Munich joins offices in New York City and Shanghai to attract foreign investment to Ontario and increase Ontario exports. For more information, call 416.314.8200 or 877.468.7233 toll-free (in Ontario).



APPOINTMENT

VP MARKETING/PLANNING APPOINTED AT OEI

Cheri Hayward has been appointed Vice President, Marketing and Planning, at Ontario Exports Inc. Ms. Hayward brings extensive private sector experience to the new post, having served in progressively responsible positions with companies such as Microforum Inc. and PPL Marketing Services Inc. Ms. Hayward holds an MBA from the Schulich School of Business, an Honours B.A. from Queen's University, and a B.Ed from McGill University. She can be reached at 416.314.8228, e-mail cheri.hayward@eoi.gov.on.ca



UPCOMING TRADE EVENTS

September 17-22, 2002

AUTOMECHANIKA INTERNATIONAL TRADE FAIR, FRANKFURT, GERMANY

OEI is hosting an Ontario Group Stand at Automechanika, the world's largest trade fair for the automotive aftermarket. The mission also offers networking opportunities and the services of OEI's new in-market consultant in Germany (a locally engaged firm) to assist with market entry or expansion, partnering or logistical support. The Ontario Marketing Centre (Munich) is hosting an Ontario reception for the event. Ontario Exports Inc. will staff the group stand and assist with setup. Visit www.automechanika.de/ for show details. Contact: Laura Vasarais, 416. 326.1075, e-mail laura.vasarais@eoi.gov.on.ca

September 25, 2002

HEALTH CARE PRODUCTS EXPORT SEMINAR, TORONTO

"How to Export Health Care Products to the United States" is a seminar for Ontario-based medical device manufacturers and health care companies to be held in the Ontario Investment Service facilities at BCE Place in Toronto. Speakers from the U.S. Food and Drug Administration will discuss current regulatory requirements, and plans are underway for a speaker from the General Purchasing Organization (GPO) to discuss accessing buying groups. OEI and Canadian Consulate representatives will provide an overview of export programs and services. Contact: Patricia Cosgrove 416. 212.1030, e-mail patricia.cosgrove@eoi.gov.on.ca

September 30-October 5, 2002

ELECTRA MINING TRADESHOW, JOHANNESBURG, SOUTH AFRICA

Ontario companies will have the opportunity to display in the Ontario booth or the Canada Pavilion and will be supported by OEI and MNDM. The participants' program also includes mining site visits and numerous other networking opportunities. Recruiting is actively underway. Contact: Rowena Dias, 416.314.8242, e-mail rowena.dias@eoi.gov.on.ca

October 9-12, 2002

INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICT) TRADE MISSION TO DURHAM/RALEIGH AND SOUTH CAROLINA

In cooperation with the Canadian Consulate in Atlanta, Ontario Exports Inc. will lead a multi-component trade mission of six ICT/telephony companies to the Raleigh/Durham area, ending with a visit to a

conference in Myrtle Beach, SC. The program (in development) is expected to include product exhibition, Ontario speakers at the conference, market briefing, and a partnering reception. Contact: Mauricio Ospina, 416.416.325.6151, e-mail mauricio.ospina@eoi.gov.on.ca For information on the trade show, visit www.rcrlink.com/tts1.htm

October 13-17, 2002

GITEX, DUBAI, UNITED ARAB EMIRATES

The third largest I.T. show in the world, GITEX attracts over 50,000 visitors from the Middle East, Asia and Africa. Numerous Canadian I.T. companies have used GITEX as a platform to enter this large and expanding I.T. market. The Canadian Stand is once again supported by Ontario Exports Inc. and the Canadian Consulate in Dubai. Successful I.T. suppliers are encouraged to apply early, as space is limited (15 booths). Space includes a fully-furnished, 2m x 3m booth, a Canadian reception, and briefing and market information. For information on the trade show, visit www.gitex.com Contact: Terry Gain, 416.325.6792, e-mail terry.gain@eoi.gov.on.ca

October 14-25, 2002

ICT TRADE MISSION TO EUROPE

Ideal for Internet technology and software companies, this Information and Communications Technologies (ICT) business development mission goes to Germany, France and Italy, with business partnering events in Munich, Paris and Milan. It also includes visits to key trade fairs, SYSTEMS in Munich and SMAU in Milan, and market familiarization in all three markets. Contact: Kelly Duffy, 416.212.3797, e-mail kelly.duffy@eoi.gov.on.ca

October 26-30, 2002

BIG 5 BUILDING MATERIALS TRADE SHOW, DUBAI, U.A.E.

Big 5 is the foremost building materials trade show in the region, with a major emphasis on building materials, water technology, air conditioning and glass & metal. Supported by Ontario Exports Inc. and the Canadian Consulate in Dubai, the Canadian Stand has a five-year record of success in introducing Canadian firms to one of the world's largest and fastest growing construction markets. Space is limited. Contact: Terry Gain, 416.325.6792, e-mail terry.gain@eoi.gov.on.ca

October 29-31, 2002

MEDTRADE, ATLANTA, GEORGIA

Ontario companies representing a wide range of health care products will be exhibiting at OEI's booth at MEDTRADE, the largest health care trade show in North America. Exporters will also receive a local market briefing and meet distributors. Contact: Patricia Cosgrove 416. 212.1030, e-mail patricia.cosgrove@eoi.gov.on.ca



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56 Wellesley Street West, 7th Floor
Toronto Ontario Canada M7A 2E4

Visit the OEI Web site at: www.ontarioexportsinc.com for more information on our services and products. Please forward comments about this e-bulletin to: lynn.grittani@eoi.gov.on.ca.

Ontario Exports Inc. can be reached toll-free at 1.877.46TRADE (8.7233). From within the GTA, call 416.314.8200.

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