



```
<% 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 November 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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A recent mission to China promises to strengthen Ontario's export industries.

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Ontario trade and investment mission to China a success

Minister of Enterprise, Opportunity and Innovation Jim Flaherty recently completed a successful trade and investment mission that will strengthen Ontario's export industries and help create new jobs for years to come. OEI President and C.E.O. Bonnie Winchester and Philip Wong, International Marketing Consultant, also participated in the week long mission.

"We achieved what we set out to accomplish," Flaherty said. "Our goal was to advance Ontario's commercial interests in China by increasing awareness about our outstanding products and services, and to promote the province as an attractive investment location for Chinese companies. We met with key decision-makers and made an excellent case for Ontario companies pursuing opportunities in the Chinese market. We also promoted new business partnerships and demonstrated the government's commitment to supporting Ontario exporters."

Minister Flaherty visited Hangzhou, Hong Kong, Nanjing and Shanghai, where the government of Ontario operates an international marketing centre.

"This mission has strengthened our trading relationship with China, and may lead to new contracts and more jobs for Ontarians," Flaherty added. "We are always working to expand international trade and attract investment from abroad. Building relationships and improving our competitive position will secure a bright future for the people of Ontario."



OEI showcases digital media leaders

Ten of Ontario's leading digital media companies got worldwide attention at the recent Electronic Multimedia Awards (EMMAs) Jury Event in Toronto. This prestigious competition, held for the first time outside Europe, involved over 500 entries worldwide. OEI Vice President International John Slauenwhite addressed international delegates at a reception that preceded the Ontario Showcase, where the Ontario firms selected by the Interactive Multimedia Arts and Technologies Association (IMAT) displayed their products and services. The 10 featured companies were Bitcasters, Digital Wizards, Ignite Studios, Immersion Studios, Marblemedia, Longbow Digital Arts, Nerdheaven, Noitaminanimation, ThinData, and Zarinmedia.

Two of the showcased Ontario firms were among the finalists selected by the 36-member international jury, which will announce final winners later this year. Bitcasters was selected as a finalist in the Kids category, for its work on a website, www.family.ca/clickclub. Immersion Studios is a finalist in the Technical Innovation category for its website, www.imm-studios.com

David Turnbull, Associate Minister of Enterprise, Opportunity and Innovation, delivered the keynote speech at a dinner during the EMMA Jury Awards, outlining the strengths of Ontario's growing digital media industry. He also presented the IMAT Innovation Award to Immersion Studios.

Contact: Mauricio Ospina, 416.325.6151, e-mail mauricio.ospina@eoi.gov.on.ca



Mission explores opportunities in Arabian Gulf States

The Canada-Arab Business Council completed a successful trade mission to Kuwait, Qatar, United Arab Emirates, and Oman in October. OEI President & C.E.O. Bonnie Winchester and Vice President International Al Wahba joined senior executives from Canadian companies on the mission, which was led by Gar Knutson, Secretary of State Central and Eastern Europe and the Middle East) for Canada and James Metcalfe, Chairman of the Canada-Arab Business Council.

The mission had a strong Ontario contingent representing several sectors, including chemical, financial, pulp and paper, and telecommunications. Ms. Winchester and Mr. Wahba also attended GITEX 2002 in Dubai, where OEI was supporting the Canada pavilion. GITEX is the world's third largest information technologies exhibition, with over 50,000 visitors.

Contact: Terry Gain, 416.325.6792, e-mail terry.gain@eoi.gov.on.ca



Strong Ontario presence at Automechanika

Ontario's burgeoning auto parts industry made a strong impression at Automechanika, the world's largest auto parts show. Held in Frankfurt every two years, Automechanika attracts 140,000 trade visitors and close to 4,000 international exhibitors. The Canadian automotive aftermarket was well represented, with 23 manufacturer exhibitors.

OEI International Marketing Consultant Laura Vasarais organized the Ontario Canada Showcase within the Canadian Pavilion. It featured five Ontario exhibitors, including the Automotive Industries Association and the Ministry of Enterprise, Opportunity and Innovation, Investment Division. The Showcase attracted a steady stream of trade visitors from Europe and a variety of international markets. It was also host to a well-attended Ontario Networking Reception sponsored by the International Marketing Centre, Munich.

Contact: Laura Vasarais, 416.326.1075, e-mail laura.vasarais@eoi.gov.on.ca



SMEs lead economic growth

Small and medium-sized enterprises (SMEs) are the cornerstone of Canada's strong economy, according to a recent study sponsored by the Canadian Federation of Independent Business, Canadian Manufacturers & Exporters, and RBC Financial Group. After a decade of structural change, Canadians are reaping the benefits of economic reform, with an economy that is outperforming those of our major trading partners. Entitled "The Path to Prosperity," the study notes that Canada's relatively high proportion of SMEs offers significant opportunities for increased productivity and export growth in the future. The complete study is available online at www.rbc.com/newsroom.



Locations announced for Global Traders Awards regional ceremonies

Hamilton, London, Ottawa, and Sudbury will host the 2002 Ontario Global Traders Awards regional ceremonies, to be held in the spring of 2003. Minister of Enterprise, Opportunity and Innovation Jim Flaherty announced the locations at a press conference in Mississauga hosted by Electrovaya Inc., winner of the 2001 Ontario Global Traders Provincial Award for Innovation.

"These awards reflect the excellence of innovators in every region of the province," said Minister Flaherty. "There are a lot of success stories waiting to be told, and I strongly encourage members of Ontario's export community to get involved in our program, wherever they are located."

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.

Contact: Linda McKay, 416.325.6842, e-mail linda.mckay@eoi.gov.on.ca



APPOINTMENTS

Marketing manager appointed at OEI

Susan Harrison has been appointed Marketing Manager at Ontario Exports Inc. Ms. Harrison has extensive experience in marketing, client services, public relations, and media relations in Canada (Canadian Red Cross, CFTO-TV, Sheraton Centre Hotel) and Chile (VTR Globalcom, Puente Sur

LTDA, and Tronwell Institute). She will play a key role in executing OEI's marketing programs. Ms. Harrison can be reached at 416.325.4676, e-mail susan.harrison@eoi.gov.on.ca

OEI appoints Manager, Planning and Corporate Services

Karen Jones has been appointed Manager, Planning and Corporate Services, responsible for coordinating annual strategic planning activities, managing administrative and financial management and reporting systems, and maintaining the ISO 9001:2000 Quality System. Ms. Jones has extensive senior management experience, most recently serving as Senior Manager, Policy and Business Planning for the Integrated Justice Project, Ministries of the Attorney General, Solicitor General and Correctional Services. Ms. Jones can be reached at 416.314.2522, e-mail: karen.jones@eoi.gov.on.ca

New managers for OEI international markets

Pamela Kanter and Jim Thompson have both been appointed to the newly created positions of Manager, International at Ontario Exports Inc. Ms. Kanter and Mr. Thompson bring extensive international trade experience with OEI and other trade agencies to these new roles. Ms. Kanter reports to John Slauenwhite, VP International with responsibility for the US and the European Union. Mr. Thompson reports to Al Wahba, VP International responsible for Asia, Central Europe, Middle East, Africa, Latin and South America. Contacts: Pamela Kanter, 416.325.6783, e-mail pamela.kanter@eoi.gov.on.ca; Jim Thompson, 416.314.8244, e-mail jim.thompson@eoi.gov.on.ca



UPCOMING TRADE EVENTS

December 3, 2002

Marketing Your Business in Mexico

London, Ontario

OEI is offering a one-day seminar to show exporters and potential exporters how to specifically market their products and services to Mexican buyers. Contact: Fred Sheehy, 416.314.8243, e-mail [fred.sheehy@eoi.gov.on.ca](mailto:sheehy@eoi.gov.on.ca)

December 3, 2002

Expand Your Business in the Middle East and Africa

Toronto

Learn about new trade opportunities from participants in the recent Canada-Arab Business Council (CABC) mission to the Arabian Peninsula, at a seminar co-sponsored by the Department of Foreign Affairs and International Trade, the CABC and OEI. Contact: Terry Gain, 416.325.6792, e-mail terry.gain@eoi.gov.on.ca

December 4 - 6, 2002

Construct Canada Trade Show

Toronto

Foreign export, business and investment opportunities are a major focus at Construct Canada, set for December 4-6 at the Metro Toronto Convention Centre. A large number of foreign delegations have confirmed their attendance at the show, which has 950 exhibits and over 19,000 attendees. OEI is participating in the Team Canada Inc. International Business Centre and Forum at the show, along with Industry Canada, the Department of Foreign Affairs and International Trade, and CMHC International. For information on the trade show, visit www.constructcanada.com Contact: Ken Campbell, 416 325.6659, e-mail ken.campbell@eoi.gov.on.ca

January 12 - 22, 2003

Market Development Trip

Eastern Europe

OEI will lead an Ontario delegation on a market development trip to Poland and the Czech Republic. The trip will include market orientation, assistance with market entry or expansion, partnering and logistical support. Contact: Cathy Boynton, 416.314.8240, e-mail cathy.boynton@eoi.gov.on.ca

January 21, 2003

Proposed Virtual Trade Mission to African Development Bank

Toronto

OEI is assessing interest in a Virtual Trade Mission (VTM) between Ontario suppliers of services and machinery/equipment and road/transportation specialists in the African Development Bank. The VTM would let both teams share their experience and expertise as it relates to current and future projects throughout Africa. Interested Ontario companies should contact Rowena Dias or Trevor McPherson. Contact: Rowena Dias, 416.314.8242, e-mail rowena.dias@eoi.gov.on.ca For detailed information on VTMs, visit www.virtualteamontario.com, or contact Trevor McPherson at 416.325.4691, e-mail trevor.mcpherson@eoi.gov.on.ca

January 26 - 29, 2003

Arab Health Trade Show

Dubai, U.A.E.

Held at the Dubai World Trade Centre, Arab Health has long been the preferred forum for the health care industry in the region. OEI is a co-sponsor of the Canada Pavilion at the show, which attracted more than 13,000 visitors last year. For more information, visit www.arabhealthonline.com Contact: Terry Gain, 416.325.6792, e-mail terry.gain@eoi.gov.on.ca

February 4 - 13, 2003

Trade Mission

India

Ontario Exports Inc. together with the Canada India Business Council is coordinating and leading a mission to India, February 4 - 13, 2003. Focusing on infrastructure, the program includes exhibits in the India Infrastructure Show in New Delhi and a marketing seminar tour to Mumbai (Bombay) and Hyderabad (tbc). For more information, visit www.ietfindia.com Contact: Shirley Townsend, 416.325.6816, e-mail shirley.townsend@eoi.gov.on.ca



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