

ONTARIO EXPORT NEWS July 2003 Issue



Ontario's Export Development Agency

An electronic publication from Ontario Exports Inc. (OEI), the export development agency of the Ontario government.

Follow the links below to quickly read the latest news online.

[Partnerships pay off in U.S. health care](#)

Ontario health care companies now have access to a US\$7 billion market.

[Minister Flaherty presents 2002 Ontario Global Traders Provincial Awards](#)

The program marked its fifth anniversary this year with a tie for first.

[How to meet the world's largest buyer](#)

Canadian exporters can tap this US\$25 billion market.

[Upcoming Trade Events](#)

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

To view the full selection of news items in the July 2003 issue, scroll down the page.

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Ontario Exports Inc.'s partnerships pay off in U.S. health care market

Ontario health care companies now have access to the US\$7 billion U.S. Veterans Administration market, thanks to a joint effort among the Association of Ontario Medical Manufacturers, Ontario Exports Inc. and the Canadian Consulate in Chicago. OEI International Marketing Consultant Patricia Cosgrove got the ball rolling when she suggested a visit to the Veterans Administration procurement office to Christian Dube, Chairman of the Association of Ontario Medical Manufacturers.

"The V.A. is the largest integrated health care system in the U.S.," says Ms. Cosgrove, "and they purchase about US\$7 billion in products annually. Our purpose was to profile Ontario healthcare companies to this large purchaser of medical products."

The two met with the V.A.'s Paul Skalman, who was interested in having Ontario companies on the V.A. list of vendors. Mr. Dube gave a short presentation on the Ontario companies (AOMM members) that are ready to export. Mr. Skalman agreed to provide a member of his staff to participate in an upcoming Reverse NEBS seminar, to be held at the offices of the Ontario Investment Service in Toronto.

While in Chicago, Ms. Cosgrove and Mr. Dube also met with representatives of three Group Purchasing Organizations (GPOs): consorta, Premier, and MedAssets. The GPOs also offer strong sales potential.

"Christian gave another presentation on Ontario health care companies to the GPOs," says Ms. Cosgrove. "We were greatly assisted by Chris Bigall, Business Development Officer at the Canadian Consulate in Chicago. Chris arranged the meetings with the GPOs, and one of them has already issued an RFP for respiratory products that Ontario companies can now bid on."

Contact: Patricia Cosgrove, 416.212.1030, e-mail patricia.cosgrove@eoi.gov.on.ca



Fifth annual Ontario Global Traders Awards celebrate success in global markets

Minister of Enterprise, Opportunity and Innovation Jim Flaherty joined Ontario's business leaders in Toronto on May 14 to recognize the province's best SMEs and individuals for their achievements in exporting and job creation at the fifth annual Ontario Global Traders Awards.

"Our government is very proud of all Ontario exporters who have competed successfully with global competitors," Flaherty said. "Their commitment to quality and innovation continues to make Ontario a world leader in many fields, and creates wealth and prosperity in every region of Ontario."

Nominees received top honours at four regional award ceremonies held in Kanata, Hamilton, London and Sudbury earlier this year. They join a number of Ontario Global Traders Award winners who represent Ontario's most successful small and medium-sized exporting companies, business leaders and students. The program celebrated its fifth anniversary this year.

The 2002 Ontario Global Traders Provincial Award winners are:

Innovation: EMS Technologies Canada, Ltd. Ottawa and Optech Incorporated Toronto (tie)

Market Expansion - Service: Wardrop Engineering Inc., Thunder Bay

Market Expansion - Product: DECODE Entertainment Inc., Toronto

Partnership: Iroquois Water Ltd., Cornwall Island and Cott Beverages Canada, Mississauga

Student Achievement: Wang (Linus) Xianglin, Ottawa

Leadership: Richard Sterne, President, DATASYM INC., Brantford

Judges reviewed some 200 nominations from across Ontario to select winners for the four regional Ontario Global Traders Awards ceremonies this year. Collectively, the nominated companies reported that: total sales rose 28 per cent over the past three years to \$1.25 billion in 2001-2002; nominees' export sales climbed 36 per cent, to \$742 million over the same period; and that exports helped increase jobs by 21 per cent to 7,675 jobs.

[View the news release](#)

[View the award recipients](#)

[View the backgrounder](#)



Meet the world's largest buyer

Who's the world largest buyer? The General Services Administration (GSA) is the central procurement arm of the U.S. federal government, responsible for facilitating billions of dollars in purchases every year on behalf of U. S. government departments and agencies. Canadian companies can access this US\$25 billion market by becoming a qualified supplier through the U.S. GSA Schedules program.

Companies selling through the GSA must be listed on its procurement schedule. Some Canadian companies start off by having their products listed under another company's GSA Schedule, but dealing directly with the GSA can result in improved selling and cost advantages.

Qualified consultants such as the Canadian Commercial Corporation can simplify the challenging submission process. Specializing in sales to foreign governments, CCC is one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA).

CCC has developed a cost-effective, knowledge-based service and is working with the Washington Management Group and the Coalition for Government Procurement to help Canadian companies through the process of being placed on a GSA schedule. CCC can also help exporters maximize selling opportunities post-award, by providing business intelligence and special marketing opportunities.

Contact: Bruce Fox, Canadian Commercial Corporation, (613) 995-5171, e-mail GSA@ccc.ca, or visit www.ccc.ca



UPCOMING TRADE EVENTS

July 13 - 19, 2003

Automotive Aftermarket Trade Mission

Mexico

This trade mission will give your company the opportunity to explore the market and meet with potential importers, representatives and distributors. The program will include a joint market briefing on arrival by representatives of the Canadian Embassy and a consultant from North South Trade and Investment (NSTI). Participants can also identify representation and/or distribution, as well as attend PAACE Automechanika Mexico 2003.

Contact: Fred Sheehy, 416.314.8243, e-mail fred.sheehy@eoi.gov.on.ca

August 20 - 21, 2003

New Exporters to Border States (NEBS) Mission

Buffalo, New York

This practical program introduces companies to the basics of exporting to the United States. Of interest to new and experienced exporters alike, this program is ideal for small and medium-sized Ontario manufacturers or service firms. Based at a U.S. entry point for two days, participants learn about export pricing, customs procedures, banking and legal issues, export financing and insurance, and new market opportunities.

Contact: Ken Campbell, 416.325.6659, e-mail ken.campbell@eoi.gov.on.ca

August 20 - 21, 2003

Florida International Medical Expo

Miami Beach, Florida

Ontario Exports Inc. is showcasing Ontario companies in the Medical Equipment Services sector at the show. Participants and visitors will have the opportunity to find out what's new in their established market sectors, assess the competition, learn about new markets, and network with potential business partners.

Website: www.fimeshow.com **Contact:** Patricia Cosgrove, 416.212.1030, e-mail patricia.cosgrove@eoi.gov.on.ca

August 21, 2003

Virtual Trade Mission: Environmental Technologies and Services Market in the U.S.

Greater Toronto Area, Canada

In cooperation with the Canadian Trade Commissioner Service and other industry partners, Ontario Exports Inc.'s videoconference will link Ontario environment companies with brownfield redevelopment professionals in Washington D.C. and Chicago. Companies will learn about regional markets and projects, policies and marketing best practices. Efforts will also be made to recruit a number of U.S. environmental engineering and service companies for potential partnership opportunities. This event will serve as an ideal primer for a planned regional trade mission in September, 2003.

Contact: Trevor McPherson, 416.325.4691, e-mail trevor.mcpherson@eoi.gov.on.ca

September 3 - 4, 2003

ChannelWorld Expo 2003

Duesseldorf, Germany

OEI is showcasing Ontario companies in the Information and Communications Technologies sector at ChannelWorld. This dealer-only trade show is a recommended venue for Ontario ICT companies looking for channel partners in Germany. Participants and visitors to ChannelWorld Expo 2003 will have the opportunity to find out what's new in their established market sectors, learn about new markets, and meet with potential

channel partners.

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

September 9 - 11, 2003

Aerospace Congress & Exhibition (ACE)

Montreal, Quebec

Ontario Exports Inc. is working together with the Ontario Aerospace Council to present the Ontario aerospace industry to the world at ACE 2003. The ACE forum will offer opportunities for partnering and networking with aerospace and aviation leaders, associates, designers, operators, manufacturers, technologists, educators, regulators, and legislators.

Contact: George Braoudakis, 416.314.0203, e-mail george.braoudakis@eoi.gov.on.ca

September 9, 2003

Virtual Trade Mission, ITC Sector

Ottawa / Toronto / Tel Aviv

Ontario Exports Inc. is coordinating a Virtual Trade Mission (VTM) to Tel Aviv, Israel, highlighting opportunities for Ontario companies in the IT and Security sector.

VTMs use videoconferencing and the Internet to connect companies from Ontario with potential business partners, market experts and key government representatives worldwide.

Contact: Al Hinton, 416.325.6792, e-mail al.hinton@eoi.gov.on.ca

September 10, 2003

Ontario East Municipal Conference - Reverse NEBS

Kingston, Ontario

Ontario Exports Inc.'s Reverse NEBS (New Exporters to Border States) program is a low-cost way for Ontario businesses to network with their counterparts and government officials, and prepare for success in U.S. markets. This practical half-day program introduces Ontario businesses to some of the same fundamentals of exporting to the United States generally covered on the two-day NEBS mission to Buffalo or Detroit, except that it takes place in Ontario. For a Reverse mission, speakers travel to Ontario, alleviating travel expenses for participating Ontario companies. Of interest to new and experienced exporters alike, this program is ideal for small and medium-sized Ontario manufacturers or service firms. Participants learn about export pricing, customs procedures, banking and legal issues, and export financing and insurance.

Contact: Ken Campbell, 416.325.6659, e-mail ken.campbell@eoi.gov.on.ca

September 12, 2003

Cross-Border Exchange Health Care Sector

Niagara Falls, Ontario

Ontario Exports Inc. is partnering with the Association of Ontario Medical Manufacturers (AOMM), the Canadian Consulate General in Buffalo, the Empire State Development Corporation, BuffLink, and the Health Care Industries Association (HCIA), to sponsor a seminar and networking conference in Niagara Falls, Ontario. This event will be of interest to Ontario and border state companies from the health care sector.

Website: www.aommcanada.com/cbe

Contact: Patricia Cosgrove, 416.212.1030, e-mail patricia.cosgrove@eoi.gov.on.ca

September 15 - 19, 2003

Extemin Trade Show

Arequipa, Peru

In cooperation with the Ontario Ministry of Northern Development and Mines, Ontario Exports Inc. is participating in a Mining Equipment and Services trade mission to the Extemin 2003 Show in Arequipa, Peru. Participants will gain valuable market information and meet key buyers from the Peruvian mining sector. OEI consultants will provide expert exporting advice throughout the mission, and organize one-on-one meetings with key Peruvian industry contacts.

Contact: Maureen Angus, 416.325.9821, e-mail maureen.angus@eoi.gov.on.ca

September 22 - 24, 2003

Brownfields Environmental Trade Mission to the U.S.

Chicago, Illinois

In cooperation with the Canadian Consulate in Chicago, Ontario Exports Inc. is organizing a regional trade mission to the United States for Ontario-based companies with expertise in the area of brownfields redevelopment projects. The mission will provide an opportunity for companies to meet with key environmental

service companies and organizations in Illinois.

Contact: Trevor McPherson, 416.325.4691, e-mail trevor.mcperson@eoi.gov.on.ca

October 20 - 24, 2003

Building and Construction Products Trade Mission

Mexico

A joint program with the Canada Mortgage and Housing Corporation, this trade mission will give your company the opportunity to explore the market and meet with potential importers, representatives and distributors. The program will include a joint market briefing on arrival by representatives of the Canadian Embassy and a consultant from North South Trade and Investment (NSTI). Participants can also identify representation and/or distribution as well as attend Expo CIHAC Mexico 2003 and travel to Monterrey for a similar activity.

Contact: Fred Sheehy, 416.314.8243, e-mail fred.sheehy@eoi.gov.on.ca

 [Back to top](#)

APPOINTMENTS

Special Events Coordinator

Kathy Tangorra has been appointed Special Events Coordinator at Ontario Exports Inc. Most recently with Canada Mortgage and Housing Corporation (CMHC), Ms. Tangorra has an extensive event management background, with experience in corporate events, educational seminars, conferences, international delegates visits, site tours and client receptions. She will play a key role in assisting OEI achieve its goals of becoming more strategically focused and client-centred, by working with OEI's international marketing consultants on their events. Contact: Kathy Tangorra, 416.212.6542, e-mail: kathy.tangorra@eoi.gov.on.ca

 [Back to top](#)

Ontario Export News

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