

ONTARIO EXPORT NEWS October 2003 Issue



Ontario's Export Development Agency

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

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Trade mission to Atlanta helps Ontario firms promote their high-tech solutions

Ontario's high-tech companies have found that one of their best sales tools can be the low-tech process of shaking hands with potential customers at international trade shows and conferences.

To help them win a bigger share of the U.S. market, Ontario Exports Inc. (OEI) - the province's export development agency - organized a trade mission to Supercomm 2003. This is North America's premier annual communications and information technology exhibition and conference, held this year June 3 to 5 in Atlanta, Georgia.

More than 500 companies were registered at Supercomm 2003, including 30 Canadian firms. As expected, it attracted major exhibitors such as Nortel, IBM, Alcatel, Cisco, Juniper, Agilent, Intel, Lucent, Catena, Nokia,

Sprint and Siemens. It also drew four companies from India, eight from Spain, 12 from the United Kingdom and 20 from Korea.

Eleven Ontario companies participated in the trade mission, including VoiceGate Corporation of Markham.

VoiceGate manufactures the latest in call centre and call processing technology, including speech recognition, emergency dialers and instant wireless messaging. Founded in 1981, VoiceGate's products are sold worldwide through a growing dealer network.

"It was an excellent trip," said VoiceGate President Paul Perryman. "As a result of the conference, we made a number of connections with companies in the U.S. market. We understand that it takes time to build these relationships and we look forward to following up on our leads."

"Supercomm 2003 also gave me a great opportunity to check out the competition. I also found it quite interesting to get to know the other Ontario companies that participated in the mission. There may be opportunities to do business with them now that we're back home."

"Ontario companies are realizing that the success of cracking the U.S. market is dependent on developing a focused, long-term approach," said OEI International Marketing Consultant Mauricio Ospina. "OEI trade missions are a key element in this process."

OEI organized the mission with the support of the Canadian Consulate General in Atlanta.

An Ontario Pavilion on the trade show floor provided a home base for the Ontario companies. Prior to the event, OEI supplied each company with a list of potential contacts to ensure that they can make the most of networking opportunities.

In addition, as part of OEI's mission, an in-depth market briefing for the mission delegates was held followed by a business reception. More than 120 potential customers and other business people attended the reception. Media coverage of the event helped promote the presence of the Ontario delegates and their products.

OEI had also distributed 500 directories profiling the Ontario delegates at the reception and trade show.

"It all went very smoothly," said Perryman. "I was quite impressed with the legwork that had been done by the government's export people. Things don't happen that well without people doing a lot of hard work."

As the province's export development agency, OEI works with small and medium-sized companies that want to begin exporting or expand into new markets.

Exports of Ontario's goods and services generate more than \$200 billion annually. This represents more than 50 per cent of the provincial economy and, in turn, supports more than 1.6 million Ontario jobs. By assisting companies with their export strategies, OEI helps these businesses to create more jobs.

OEI provides a range of services from export education and consultation to providing market research data, product promotion and market contacts. Supercomm 2003 is one example of the many trade missions OEI sources out in key metropolitan areas in the United States.

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Still time to submit your nominations for the 2003 Ontario Global Traders Awards

Have you or your company found new export markets, or do you know of an enterprise or individual in your local business community with an outstanding record of export success? If so, it's time to submit your nomination for the 2003 Ontario Global Traders Awards, the first awards program created to recognize the export achievements of small and medium-sized enterprises in Ontario.

This is the sixth year of celebrating export success. Four regional award ceremonies and export forms will be held during 2004 in Kitchener, Belleville, Brampton and Sault Ste. Marie. There are six award categories: Leadership; Innovation; Market Expansion (two awards: product and service); Partnership; and Student Achievement. Winners of the regional awards will compete for the provincial award in each category at an event

hosted in Toronto in May.

Deadline for nominations for the 2003 awards is November 3, 2003. For Ontario Global Traders Awards nomination forms and more information, call Ontario Exports Inc. toll-free within Ontario at 1-877-468-7233 or call (416) 314-8200 within the GTA or visit www.ontarioexportsinc.com

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Laser radar technology puts Global Trader on mission to Mars

NASA scientists will be able to study the wind-wracked atmosphere of Mars with dramatically increased precision through the use of technology developed by Toronto's Optech Incorporated, the recipient of a 2002 Ontario Global Traders Provincial Award for Innovation.

Optech is leading the Canadian team working on the atmospheric testing component of the \$325 million (U.S.) Phoenix mission scheduled to land on Mars in 2008. MD Robotics of Brampton will engineer the hardware to mount the laser radar (lidar) system on the Mars landing craft.

Optech's lidar system will use infra-red lasers to measure the amounts of water, carbon dioxide and dust in the harsh Martian atmosphere.

NASA officials selected the Canadian proposal from a list of 25 competing submissions.

Pioneers in their field, Optech develops and manufactures lidar systems for a variety of commercial operations. Airborne lidar systems can survey the underwater topography of a shoreline, measure exact dimensions of an open pit mine or record subtle changes in the earth's ozone layer. They have charted a sunken ship in the Baltic Sea, studied power lines in Japan and now, are headed for Mars.

Optech was launched in 1974 by Dr. Allan Carswell as a spin-off company from his research work at York University. It has grown to become a world leader in lidar technology with almost 200 employees and customers on six continents. Optech recently opened a U.S. subsidiary in Mississippi to provide local and regional support for customers from Florida and California.

"When we started, we recognized that laser radar had tremendous potential," Carswell recalls. "We set our targets and pursued them aggressively. One of our first customers was Ontario Hydro. Today, 90 to 95 per cent of our business is international."

Optech's success is based on the twin foundations of focused research and a global marketing perspective.

All of their products are developed internally. They target their research and development on products with broad market application that offer high cost effectiveness for potential customers. Today, Optech is a world leader in several niche markets, enjoying product market shares of 80 to 100 per cent.

"Our technology is recognized across a broad range of sectors, from surveying to mining to space," says Carswell. "That enables us to ride out the economic cycles. If one sector is down, another is up."

By combining cutting-edge Canadian technology and pragmatic business savvy, Optech won their coveted spot on the NASA mission to Mars. It was that same drive to innovate and export that earned Optech Incorporated a 2002 Ontario Global Traders Provincial Award for Innovation.

The Ontario Global Traders Awards, now entering its sixth season, are coordinated by Ontario Exports Inc. and are Ontario's first awards recognizing the export successes of small and medium-sized enterprises (SMEs), business leaders, and students.

Ontario Exports Inc. is the export development agency of the Ontario government. It helps the province's SMEs enter new markets and increase export sales. It provides a full spectrum of services from market research to export seminars and workshops to organizing trade missions and one-on-one consulting.

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First COEF Info Fair deemed a success

The first Canada-Ontario Export Forum (COEF) Info Fair, a comprehensive partner-to-partner information sharing and networking event, held June 26 in Toronto. "The initial feedback we have received has been very positive," says Debbie Walker, Director, Community Export Development for Ontario Exports Inc., the province's export development agency. OEI, along with Industry Canada, International Trade Centre and the COEF Secretariat was responsible for organizing the Info Fair.

COEF is a partnership of 22 federal, provincial and non-profit private sector organizations providing a co-ordinated team approach to the delivery of export programs and services. A Steering Committee, co-chaired by Ontario Exports Inc., Industry Canada and the International Trade Centre, manage the overall direction of COEF. It also oversees the activities of the general membership and the working groups. Other members of the Steering Committee include Agriculture and Agri-Food Canada, the Ontario Ministry of Agriculture & Food, the Ontario Ministry of Northern Development & Mines, FedNor, Export Development Canada, and the Canadian Manufacturers & Exporters.

Attracting over 170 attendees from various levels of government, economic development offices, chambers of commerce, financial institutions and other partners, the event provided an opportunity for attendees to network with key export service providers. "We had very good representation from across the province," says Walker.

The fair consisted of exhibit displays hosted by COEF members, and a series of round-table discussions on specific topics including: Key Players in Export Financing; Delivering Going Global Workshops to Your Clients; U. S. Border Issues, NEBS - New Exporters to Border States, and PROFIT: Hands-On Training for Exporters; PEMD - Program for Export Market Development; and Trade Missions & Tradeshow.

"The roundtable discussions were particularly helpful in addressing a wide range of export-related issues our clients face such as export financing, U.S. immigration problems, or just getting products across the border," says Walker. "The basic idea behind the COEF Info Fair was to bring the many players in export development and their staff together to network and find out about the different programs and services each offers. We also wanted to build awareness with other key partners such as economic development officers, regarding the programs and services available to help their clients in their efforts to export. As a COEF member, EDCO was also instrumental in assisting us to promote the event to its members."

For more information, please contact Debbie Walker at OEI, (416) 325-6658, debbie.walker@eoi.gov.on.ca

Sourced from Exchange produced by EDCO (Ontario's Economic Development Network)

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UPCOMING TRADE EVENTS

October 7 - 9, 2003

Trade Show - National Business Aviation Association (NBAA 2003)

Orlando, Florida

Ontario Exports Inc., in co-operation with the Ministry of Northern Development and Mines, is showcasing Ontario companies at NBAA 2003. This annual event is the business aviation industry's largest and most effective meeting of buyers and sellers. It offers Ontario companies the opportunity to do direct, side-by-side comparisons of nearly every product and service available to company flight departments. NBAA 2003 also provides the industry's leading venue for new product announcements and introductions.

Contact: George Braoudakis, 416 314-0203, e-mail george.braoudakis@eoi.gov.on.ca

October 7 - 11, 2003

Trade Show - INDEX 2003 - Furniture & Interior Design

Dubai, United Arab Emirates

Ontario Exports Inc., in partnership with the Canadian Consulate, is participating in INDEX 2003 Exhibition, in Dubai. The INDEX Exhibition is the largest, most influential and prestigious interiors event in the Middle East and the largest such trade show of any industry, anywhere in the Arabian Gulf. At INDEX 2003, Ontario Exports Inc. is showcasing Ontario companies in the furniture & interior design sectors.

Contact: Al Hinton, 416 325-6792, e-mail al.hinton@eoi.gov.on.ca

October 9 - 11, 2003

Trade Show - MedTrade

Atlanta, Georgia

At MedTrade www.medtrade.com, Ontario Exports Inc. is showcasing Ontario companies in the Medical Equipment Services sector.

Participants and visitors to this show 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.

Contact: Patricia Cosgrove, 416 212-1030, e-mail patricia.cosgrove@eoi.gov.on.ca

October 19 - 23, 2000

Trade Show - GITEX 2003 - Information Technology Exhibition

Dubai, United Arab Emirates

Ontario Exports Inc., in partnership with the Canadian Consulate, is participating in GITEX 2003, an Information Technology Exhibition in Dubai with a Canadian National Pavilion. Participants and visitors to GITEX 2003 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.

Contact: Al Hinton, 416 325-6792, e-mail al.hinton@eoi.gov.on.ca

October 19 - 25, 2003

Trade Mission - Construction and Building Products and Services

Mexico City and Monterrey, Mexico

In partnership with the Canadian Mortgage and Housing Corporation, and the Canadian Embassy in Mexico City, Ontario Exports Inc. is co-leading a building products and services trade mission to Mexico City and Monterrey. Participants will gain valuable market information, make business contacts, explore potential partnerships, research consumer groups, learn more about business clients, and gain insights into new markets.

Contact: Fred Sheehy, 416 314-8243, e-mail fred.sheehy@eoi.gov.on.ca

October 19 - 25, 2003

PIARC World Road Congress

Durban, South Africa

Team Canada, led by Transportation Minister David Collenette, will feature approximately 20 Canadian suppliers to the roads/transportation sector as well as representation from provincial governments. The Ontario mission, lead by OEI Chairman Bill Saunderson, will include six companies. Participants and visitors to this trade show and conference 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.

Contact: Rowena Dias, 416 314-8242, e-mail rowena.dias@eoi.gov.on.ca

October 21, 2003

Seminar - Doing Business in Chile/Brazil

Toronto, Ontario

Ontario Exports Inc., is offering a seminar on doing business in Chile and Brazil. This seminar will be of interest to Ontario companies from the environmental and mining equipment sectors and others wanting to learn more about exporting to Chile and Brazil.

Participants will have the opportunity to learn how to expand their exports into these countries.

Contact: Maureen Angus, 416 325-9821, e-mail maureen.angus@eoi.gov.on.ca

October 22, 2003

New Exporters to Border States (Reverse NEBS) Seminar

Brampton, Ontario

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, including U.S. Consular Officials, travel from the States to Ontario, alleviating travel expenses for participating Ontario companies. Of interest to new and experienced exporters alike, including those expanding to new U.S. markets, 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, export financing and insurance.

Contact: Ken Campbell, 416 325-6659, e-mail ken.campbell@eoi.gov.on.ca

October 22 - 23, 2003

Seminar - Business Opportunities for Ontario Exporters in Japan

Kitchener, London, Ontario

Ontario Exports Inc., in partnership with Japan External Trade Organization (JETRO) is planning two exporting workshops in Southwestern Ontario.

This seminar will be of interest to Ontario companies interested in exporting to Japan. Participants will have an opportunity to learn from the experiences of exporting experts, Japan specialists and network with business representatives.

Contact: Sabrina Chan, 416 325-6782, e-mail sabrina.chan@eoi.gov.on.ca

October 27 - November 13, 2003

Market Development Trip - Multisector

India, Pakistan and Southeast Asia

During this market development trip, OEI international marketing consultant Shirley Townsend will research new business opportunities, identify and research new projects, and represent Ontario firms on IFI and other projects.

Contact: Shirley Townsend, 416 325-6816, e-mail shirley.townsend@eoi.gov.on.ca

October 29 - 30, 2003

ITEXus Trade Mission

Rochester, New York

Ontario Exports Inc. is leading a trade mission to Rochester, New York. This mission is an opportunity for Ontario exporters to identify business leads in the information and communications technologies sector.

Participants will gain valuable market information, make business contacts, explore potential partnerships and gain insights into new markets at mission events and receptions. The program will include a business partnering reception, an Ontario information booth, a market briefing, and a list of potential business leads.

Contact: Mauricio Ospina, 416 325-6151, e-mail mauricio.ospina@eoi.gov.on.ca

October 30 - November 15, 2003

Market Development - Australia and Japan

Australia and Japan

Sabrina Chan will be visiting Australia and Japan for market development. Her focus will be to research new business opportunities, gather market information, identify new contacts, represent Ontario business interests, and meet with buyers.

Contact: Sabrina Chan, 416 325-6782, e-mail sabrina.chan@eoi.gov.on.ca

November 3 - 7, 2003

Trade Mission - Ohio Plastics Machinery and Equipment

Toledo, Cleveland and Dayton, Ohio

Ontario Exports Inc., in cooperation with the Consulate General of Canada in Detroit, is organizing a Plastics trade mission to Ohio. The mission, consisting of a three-day visit to the cities of Toledo, Cleveland and Dayton, will offer participating companies the opportunity to meet potential customers and representatives.

Participants in the mission will include Canadian companies with direct interest in establishing/enhancing their commercial presence in the Ohio plastics industry. Each of the three days will include a showcase with tabletop displays of the companies and a hospitality/networking event.

Contact: George Braoudakis, 416 314-0203, e-mail george.braoudakis@eoi.gov.on.ca

November 4 - 7, 2003

Trade Show - Automotive Aftermarket Industry Week

Las Vegas, Nevada

The Automotive Aftermarket Parts Exposition is a significant opportunity for Ontario manufacturers of aftermarket products. Ontario Exports Inc., in cooperation with the Automotive Industries Association, Industry Canada, and the Department of Foreign Affairs and International Trade, plans to coordinate value-added networking events with key U.S. distribution groups for Ontario companies that attend this major trade show.

At no other show will you find as many qualified buyers and sellers from all segments of the automotive aftermarket. Last year, nearly 70,000 visitors from every corner of the global automotive aftermarket attended AAPEX; 31,000 of them were buyers with purchasing power. Over 1,700 exhibitors participate in AAPEX, which is the largest Aftermarket Expo in North America.

During AAPEX 2003, the Automotive Industries Association of Canada (AIA), will host a seminar highlighting business opportunities and industry trends in the United States, Mexico and Canada for Ontario companies looking to expand their sales of automotive aftermarket products in North America. This is an excellent opportunity for companies that will be attending and/or exhibiting at Automotive Industry Week.

Contact: Trevor McPherson, 416 325-4691, e-mail trevor.mcpherson@eoi.gov.on.ca

November 11 - 14, 2003

Trade Show - Japan Home Show - Building and Construction Products

Tokyo, Japan

Ontario Exports Inc. (OEI), in cooperation with the Canadian Embassy in Japan is participating in the Japan Home Show in Tokyo, Japan. Ontario companies in the building products and construction sector will be exhibiting.

Participants and visitors to the Japan Home Show 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.

Contact: Sabrina Chan, 416 325-6782, e-mail sabrina.chan@eoi.gov.on.ca

November 12 - 13, 2003

New Exporters to Border States (NEBS) Mission to Buffalo

Buffalo, New York

This practical program, operated by Ontario Exports Inc. in co-operation with the Canadian Consulate in Buffalo, 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. Over two days based at a U.S. entry point, participants learn about export pricing, customs procedures, banking and legal issues, export financing and insurance, new market opportunities and much more.

This well-established, proven OEI program provides Ontario exporters and new exporters with the essential planning tools and business and government contacts they need to prepare for success in U.S. markets.

Contact: Ken Campbell, 416 325-6659, e-mail ken.campbell@eoi.gov.on.ca

November 12, 2003

Seminar - U.S. Procurement in the Aerospace sector

Toronto, Ontario

Ontario Exports Inc. is planning to host a seminar and enrollment opportunity for the Pacific Northwest Aerospace Association (PNAA) third annual conference and Partnering Mission taking place February 2004 in Seattle, Washington.

Contact: George Braoudakis, 416 314-0203, e-mail george.braoudakis@eoi.gov.on.ca

November 13, 2003

Who is Who in IT in Ontario (with ITAC Ontario)

Toronto, Ontario

Ontario Exports Inc., in partnership with ITAC Ontario is co-organizing an Ontario Showcase program in Toronto. A select group of Ontario companies will be showcased to more than 200 key decision makers.

This event will be of interest to leading Ontario companies in the Information & Communications Technologies sectors, who are interested in export markets around the world.

Contact: Mauricio Ospina, 416 325-6151, e-mail mauricio.ospina@eoi.gov.on.ca

November 19 - 22

Trade Show - MEDICA 2003

Duesseldorf, Germany

Ontario Exports Inc. is coordinating two Ontario Groupstands at MEDICA 2003 in Halls 3 and 14. These groupstands are part of the Canadian clusters in biondiagnostics, laboratory, drugs, electromedicine, and medical technology. To date 53 Canadian delegates are registered for participation at MEDICA. We welcome further inquiries from potential exhibitors and/or visitors.

Contact: Laura Vasarais, 416 326-1075, e-mail laura.vasarais@eoi.gov.on.ca

November 23 - 29, 2003

Market Development Visit to Mexico City

Mexico City, Mexico

The focus of this market development visit will be to research new business opportunities, identify and research new projects, gather market intelligence, advocate on behalf of Ontario companies, represent Ontario business interests, and meet with buyers and the OEI In-Market Consultant. OEI international marketing consultant Fred Sheehy will also meet with senior government officials in Mexico and initiate briefings with Canadian government officials there.

Contact: Fred Sheehy, 416 314-8243, e-mail fred.sheehy@eoi.gov.on.ca

November 25 - December 5, 2003

Trade Show - POLLUTEC '03

Paris, France

Ontario Exports Inc., in partnership with the International Trade Centre, Toronto, is attending POLLUTEC in Paris, France. At this event, OEI is showcasing Ontario companies in the Environmental Equipment and Services sector.

Participants and visitors to this trade fair will have the opportunity to find out what's new in their established market sectors, assess the competition, and network with potential business partners.

Contact: Laurie D'Souza, 416 314-2602, e-mail laurie.dsouza@eoi.gov.on.ca

November 29, 2003

Trade Show - Big 5 Trade Show - Building & Construction Products

Dubai, United Arab Emirates

Ontario Exports Inc. (OEI), in partnership with the Canadian Consulate, is participating in The Big 5 Show in Dubai, United Arab Emirates. The Big 5 Trade Show is the most important construction event in the Middle East.

OEI is showcasing Ontario companies in the Building Products and Construction & Environmental Equipment and Services sectors.

Participants and visitors to the Big 5 Trade Show 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.

Contact: Al Hinton, 416 325-6792, e-mail al.hinton@eoi.gov.on.ca

December 2 - 4, 2003

Trade Mission - Brownfields Redevelopment

Chicago, Illinois

In co-operation with the Canadian Consulate in Chicago, Ontario Exports Inc. is organizing a regional trade mission to the United States in December 2003 for Ontario-based companies with expertise in the area of Brownfields Redevelopment projects. This regional trade mission will provide an opportunity for companies to meet with key environmental service companies and organizations in the Greater Chicago Area.

Contact: Trevor McPherson, 416 325-4691, e-mail trevor.mcpherson@eoi.gov.on.ca

December 7 - 11, 2003

Trade Show - Dubai 2003 - International Aerospace Exhibition

Dubai, United Arab Emirates

Ontario Exports Inc. (OEI), in partnership with the Canadian Consulate and the Department of Foreign Affairs and International Trade, is participating in Dubai 2003, the 8th International Aerospace Exhibition in Dubai, United Arab Emirates. At Dubai 2003, OEI is showcasing Ontario companies in the Aerospace sector.

In partnership with the Canadian Consulate, Ontario Exports Inc. will be hosting a Canadian Pavilion at Dubai 2003. Participants and visitors to Dubai 2003 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.

Contact: Al Hinton, 416 325-6792, e-mail al.hinton@eoi.gov.on.ca



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APPOINTMENTS

Bonnie Winchester

After serving almost two years as **Assistant Deputy Minister** and President & CEO for Ontario Exports Inc., Bonnie accepted the position of Assistant Deputy Minister - Food Industry Division, Ministry of Agriculture and Food. She started in her new position on September 8.

Roy Norton

Roy has stepped in to replace Bonnie Winchester as **acting Assistant Deputy Minister** and President & CEO for Ontario Exports Inc. Roy joined the Ontario Public Service early in 2000 as Executive Director of International Relations and Chief of Protocol, after a career with the federal government, most recently as a Public Policy consultant (including to the Department of Foreign Affairs and International Trade and the Department of Industry).

Ray Lancashire

Ray joined Ontario Exports Inc. in August as **Senior Communications Officer** after a long career in journalism, corporate communications and public relations, most recently as Senior Communications Officer for the Ministry of Labour. Prior to that, Ray spent six years exporting a range of products to the Caribbean while continuing to manage business-to-business communications projects for several Toronto-based companies and not-for-profit organizations.

Ramona Perini

Ramona joined Ontario Exports Inc. in August as **Senior Communications Officer**. She brings to this position an impressive communications background, having worked at both the provincial and municipal government

level for the Ministry of Community, Family & Children's Services, the Ministry of Transportation, the Regional Municipality of Peel and in the private sector at Fleishman-Hillard Communications.

Loretta Piattelli

Loretta joined Ontario Exports Inc. in September as the new **Marketing Officer** for the Ontario Global Traders Awards. Loretta brings to the position a background in planning and executing local community events with skills in recruiting community volunteers, developing fundraising plans and negotiating with suppliers. Her experience in events logistics and database management will also be key assets to OEI.



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Ontario Export News

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