



January 2004

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EXPORT SUCCESS STORY

Ontario Exports Inc. expertise smoothes way to Toronto consortium's winning design for Nanjing Young People Science Centre

"Nothing beats knowledge of the local culture, politics and key decision-makers to increase the odds of successfully exporting to new markets," says Patrick Li, president of EDA International.

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DEBBIE'S HELPFUL EXPORT HINTS

By Debbie Walker, Ontario Exports Inc.

As Director of Community Export Development at Ontario Exports Inc., one of my ongoing tasks is answering basic questions about the business of exporting.

This new column is the first in a series I will be writing on a regular basis. These columns will focus on some of the most commonly asked questions about exporting goods and services and other topics aimed at helping Ontario firms to take their first step into foreign markets or to expand their existing export opportunities.

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FEATURE ARTICLE

To the Middle East and Back Again

Al Hinton joined OEI in March 2003 as the international marketing consultant for the Middle East. This was new territory for him, but as an experienced businessperson and world traveler, he quickly became familiar with the cultural and security issues that surrounded his new territory.

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APPOINTMENTS & RETIREMENTS

Cathy Boynton -
*International Marketing
Consultant*

[>>full details](#)

Rick Yee - *Marketing Intern*

[>>full details](#)

E-bulletin - Ontario's Export News

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Visit the OEI Web site at: **<http://www.ontarioexportsinc.com>**
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Ontario Exports Inc. is QMS registered to the ISO 9001:2000
standard.



Ontario Exports Inc. expertise smoothes way to Toronto consortium's winning design for Nanjing Young People Science Centre

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"Nothing beats knowledge of the local culture, politics and key decision-makers to increase the odds of successfully exporting to new markets," says Patrick Li, president of EDA International.

That's why the Toronto-based master planning and architectural team of EDA and Scolozzi Architects Inc. relied heavily on the expertise of Philip Wong, one of Ontario Exports Inc.'s international marketing consultants to help seal a \$600,000 contract to design the Nanjing Young People Science Centre in Jiangsu Province, China.

Wong, who has an engineering background and more than 25 years experience working in China, focuses on helping Ontario firms interested in breaking into the huge markets of China and Taiwan. He was contacted initially by Li to help facilitate a business development trip to China early this year. "There is no question that his strong connections with some of the most senior and influential government planning and development officials in each of the cities we visited were key to the success of our business trip," said Li.

The Nanjing Young People Science Centre is the first tangible outcome of that trip and may result in a total of eight Ontario companies benefiting from this design project spearheaded by EDA/Scolozzi.

The Ontario consortium had some stiff competition for the prestigious Nanjing International Architectural Competition to select the design for the Young People Science Centre, particularly from an Australian competitor with offices in Nanjing and a history of winning other building project designs in Jiangsu Province.

"It was important to our Chinese clients to know that Ontario Exports Inc. and the Government of Ontario are behind us," commented Dr. Francesco Scolozzi, president of Scolozzi Architects Inc. "After we won the architectural competition, the next challenge was to overcome the political and financial obstacles in order to secure a viable contractual agreement with the state-owned developer. It was here, too, that Philip's advice and assistance during negotiation was crucial to the final successful outcome."

The next challenge was to meet the developer's stringent six-week deadline to complete the preliminary design and design development for the Nanjing center, particularly since the project boasts some unique features, including the structural and architectural expression.

EDA's Li added: "Winning this project has helped gain international recognition for the province of Ontario. It has opened the door for more Ontario firms to supply goods and services for future projects in Nanjing, Jiangsu and the rest of China."

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

Exports of Ontario's goods and services are worth 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 one-on-one consulting to providing market research data, and workshops and market contacts.

For Ontario's EDA/Scolozzi consortium, those consulting services included trusting that Philip Wong's knowledge of local culture, politics and key decision makers would provide the value-added component to help them win in a highly competitive situation.

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Debbie's Helpful Export Hints

As Director of Community Export Development at Ontario Exports Inc., one of my ongoing tasks is answering basic questions about the business of exporting.

This new column is the first in a series I will be writing on a regular basis. These columns will focus on some of the most commonly asked questions about exporting goods and services and other topics aimed at helping Ontario firms to take their first step into foreign markets or to expand their existing export opportunities.

I'd like to dedicate this inaugural column by answering one of the most common questions I'm asked - **"How do I know if I'm ready to export?"**

First, it's important to establish that exporting is not a panacea for everyone who wants to grow their sales. But exporting does have tremendous potential rewards for those enterprises prepared to look further than Ontario or the rest of Canada for expansion.

With this in mind, here's a little test to see if you are export ready. Positive answers to the following ten questions will provide an indication that you are ready to become a "global entrepreneur". Here are the questions to ask to find the answer:

1. Is your product or service currently selling in the Canadian market?
2. Is it profitable?
3. Have you worked out target pricing for export sales?
4. Do you know if you can meet delivery schedules for your target market?
5. Does your product or service meet the quality and performance standards applicable in the target export market?
6. Does your product or service meet the diverse requirements of foreign customers?
7. If you are exporting a service, are you very familiar with the business immigration and work permit requirements in your target market?
8. Have sufficient company resources and personnel been allocated to your initial export efforts?
9. Can your product or service be fully supported with after sales service in the language of the export market?
10. Have you prepared a sound business plan with a realistic time frame for export market development?

If you said "yes" to the majority of these questions, it's a strong signal that you are ready to take the plunge and to build an international presence for your products or services. And you don't have to feel alone - Ontario Exports Inc. (OEI) can help you successfully navigate these waters.

As the export development agency of the Ontario government, OEI offers a full spectrum of programs and services which include one-on-one consulting, market information, export skills training and in-market support. OEI also organizes participation in trade missions and in internationally recognized trade shows.

However, if you answered "no" to most of the questions you may wish to consider participating in one of OEI's New Exporter to Border States (NEBS) programs. NEBS is a practical and cost-effective two-

day program to introduce companies to the fundamentals of exporting to the United States. It provides information on export pricing, customs procedures, selecting agents, distributors and warehousing, banking and legal issues, export financing and insurance and immigration issues. Our International Marketing Consultants can help you to become "export aware" and "export ready" and maximize your chances of becoming a successful Ontario exporter.

There are many other questions I'll be answering in the months ahead. In the meantime, if there are any export-related questions you want me to address, I'd happy to respond. I might even use your questions as topics for future columns.

Please contact me via email at: debbie.walker@edt.gov.on.ca or by mail to Ontario Exports Inc., 56 Wellesley Street West, 7th Floor, Toronto, ON M7A 2E4 or call me toll free in Ontario at 1-877-468-7233.

(Debbie Walker is Director, Community Export Development, Ontario Exports Inc., the export development agency of the Government of Ontario).

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To the Middle East and Back Again

Al Hinton joined OEI in March 2003 as the international marketing consultant for the Middle East. This was new territory for him, but as an experienced businessperson and world traveler, he quickly became familiar with the cultural and security issues that surrounded his new territory.

"The Middle East is just another market in another part of the world," says Al. "You have to want to learn and be able to adapt. But the most important element in being successful is the ability to build strong relationships."

Al recently travelled to the other side of the world with one thought on his mind - promote Ontario business abroad.

His office for the next five weeks would be located in such foreign lands as Saudi Arabia, United Arab Emirates, Kuwait and Qatar; and he would lead a schedule that would exhaust the average person after a mere 24 hours.

Al participated in three international trade shows focusing on three distinct industries: healthcare, information technology and interior design. As well as trade shows, Al also held meetings with prospective buyers of Ontario goods and services.

So what influence does a provincial government representative have in another country so far from our own? An excellent illustration is a company called Core Architects Inc.

While Core's headquarters are located minutes from OEI's Toronto offices, Al had only spoken to the partners over the phone. They were to meet for the first time in Dubai, United Arab Emirates.

Core had previously submitted a bid for the development of a new project but they were having difficulty finding out the status. Al arranged a meeting with Core, the prospective client and representatives of the Canadian Consulate.

"There is a huge degree of accountability, professionalism and respect when a government body is present," said Babak Eslahjou, Partner, Core Architects Inc. "There are architects from across the world soliciting work, many of whom have their government's financial backing, making it tough for us to compete. When we do have the government supporting us, in this way that they did, it makes a huge difference."

Core still doesn't know the outcome of the bid, but this meeting resulted in greater insight into the project, helped highlight the strengths and weakness of their proposal and that of their competitors, and provided them with a better understanding of the timelines. But most importantly, the prospective buyer and seller were able to meet face-to-face.

"At that meeting I saw my tax dollars at work," says Babak.

Since that meeting, Core has won a separate \$90 million contract and is a lead contender for another substantial development, both in the Middle East.

What excites Al most is what this means for the Ontario economy. "These contracts translate into jobs for Ontarians," says Al. "There is a lot of opportunity in the Middle East but there is a lack of

knowledge and not a lot of Ontario companies have gone after them." But AI is determined to change that.

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OGTA - Coming Soon to a Community Near You

The Ontario Global Traders Awards (OGTA) is the province's premier export recognition program.

Coordinated by Ontario Exports Inc. (OEI), Ontario's export development agency, they are Ontario's awards recognizing the export achievements of small and medium-sized enterprises. Winners of the regional awards compete for a provincial award. There are four regions - Southwest, Central, Eastern and Northern, and six award categories: Leadership; Innovation; Market Expansion (two awards: product and service); Partnership; and Student Achievement.

The awards ceremony luncheon is combined with an Ontario Export Forum program in the morning, which features a half-day of workshops, roundtable discussions, networking sessions and a town hall discussion, focused on export topics of interest to local small and medium-sized companies. Each Export Forum is organized in partnership with local industry associations, municipalities, businesses, colleges and universities, and provides a forum for export education, market information and networking opportunities. Topics of discussion are specific to each community and range from developing market entry strategies to trade financing options to forming strategic alliances and international business partnerships.

Since 1999, the Ontario Global Traders Awards regional and provincial ceremonies and export forums have attracted more than 5,500 attendees from across the province. The 2003 Ontario Global Traders Awards regional ceremonies and export forums will take place as follows:

- March 25, 2004 Southwest region awards ceremony in Kitchener
Four Points by Sheraton Hotel
- April 1, 2004 Eastern region awards ceremony in Belleville
Ramada Inn
- April 7, 2004 Central region awards ceremony in Brampton
Pearson Convention Centre
- April 15, 2004 Northern region awards ceremony in Sault Ste. Marie
Algoma's Water Tower Inn

The provincial awards will be held on May 11, 2004 in Toronto at the Westin Harbour Castle.

If you are interested in attending the awards or participating in the Export Forum, please contact: Leslie Lai at 325-6842 or leslie.lai@edt.gov.on.ca

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Ontario Delegates Take Part in World Road Congress

In October 2003, Ontario Exports Inc.'s (OEI), Chairman Bill Saunderson and International Marketing Consultant Rowena Dias, in partnership with the Ontario Ministry of Transportation, led six Ontario Companies to the 22nd World Road Congress in Durban, South Africa.

The exhibition aims to provide suppliers to the road construction, engineering, technology and safety industries while also demonstrating the latest technological and product developments.

This high profile conference drew more than 3,000 visitors from across the world to share information on topics such as road technology, access to mobility and integrated urban transport.

Ontario companies Applanix, Consult Limited, Heat Design Equipment, Matco Industries Inc., John Emery Geotechnical Engineering Limited, and Roadware Group each brought their expertise to the conference and benefited from the exposure of being part of a high profile team.

"Several contacts and leads we gained were very positive and we intend to capitalize on the opportunities from the Congress," says Stan Mark, Mechanical Project Engineer, MATCO Industries Inc. "From our experience at the Congress, we certainly intend to consult Ontario Exports Inc. again."

John Emery, President of John Emery Geotechnical Engineering Limited, also recognized the value of OEI's presence. "It is nice to know that we can draw on the support and expertise of the Ontario team. We had an extremely good response and many people we met in Durban expressed interest in our services."

Participants understand that the negotiating of deals and signing of contracts often take place post conference, but the value of a conference is found in the connections made. Even in today's high-tech world, people still like to meet face-to-face and shake the hands of those they plan to do business with. And these six Ontario companies shook a lot of hands at the World Road Congress in Durban.

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Ontario Helps Clean-up the World

POLLUTEC is a leading environmental trade exhibition, drawing more than 1,500 exhibitors and 40,000 visitors from around the world and providing prime opportunities for participating companies to gain exposure in the market.

In November 2003, Laurie D'Souza, International Marketing Consultant with Ontario Exports Inc. (OEI), led a delegation of four Ontario companies to exhibit at POLLUTEC 2003 in Paris, France. The companies benefited from their participation in the Ontario-Canada pavilion, and in the market seminar organized jointly by Ontario Exports Inc. and the Canadian Embassy in Paris.

The French market for environmental technologies, equipment and services continues to register important growth. France spends approximately \$1.7 billion a year to reduce air pollution emissions, \$9.8 billion for water treatment and \$7.4 billion for solid waste treatment.

During the four-day exhibition, Eco Waste Solutions, Environmental Technologies Inc., eWaterTeck Inc. and Lakes Environmental Software Ltd. met with potential buyers, assessed the competition and established industry contacts.

To ensure that the delegation maximized the value of their time spent at POLLUTEC, Laurie pre-arranged meetings for the delegates with potential partners. "I knew that at a large venue such as POLLUTEC, it was important to bring the clients directly to Ontario businesses," said D'Souza. "Each company had meetings with four potential clients scheduled in advance." The meetings resulted in the Ontario companies securing several promising leads, which they are now pursuing.

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Calendar of Events

January

January 15 - 25, 2004

Market Development in China

Beijing, Shanghai, Tianjin and Hong Kong SAR, Jiangsu, Shandong and Liaoning, China

International Marketing Consultant Philip Wong is visiting China to follow-up on on-going projects in Beijing, Tianjin, Shanghai, Liaoning, Jiangsu and others. He will also be meeting with various government departments in Jiangsu regarding the on-going revitalization plan for Ontario-Jiangsu business co-operation.

This visit will assist in identifying new business opportunities for Ontario's exporters.

Contact: Philip Wong, 416 314-8231, e-mail: philip.wong@edt.gov.on.ca

January 14 - February 15, 2004

Market Development in the Middle East

Dubai, United Arab Emirates

Trade Shows - ARAB Health and Rebuild Iraq

Kuwait, Kuwait

Ontario Exports Inc.(OEI), in partnership with the Canadian Consulate is hosting a national pavilion at ARAB Health Trade Exhibition from January 18-21, the leading healthcare event in the Middle East.

ARAB Health is a unique platform for overseas manufacturers to establish a foothold in the affluent Gulf region, develop existing business, or recruit agents across three continents. It is the ideal forum for Ontario companies to demonstrate the latest products and technology in one of the world's fastest growing healthcare markets.

OEI will also be part of the Canadian Pavilion at the Rebuild-Iraq Exhibition in Kuwait from January 19-23.

While in the United Arab Emirates, Al Hinton, International Marketing Consultant with OEI, will research new business opportunities and advocate on behalf of Ontario companies. Mr. Hinton will also meet with senior government officials of the host countries and initiate briefings with Canadian government officials in the United Arab Emirates.

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

January 14 - 16, 2004

Trade Mission - Brownfields Environmental

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 technologies and services.

This trade mission will provide an opportunity for companies to meet with key environmental service companies and organizations in the Greater Chicago Area. The program will include regional site visits and an opportunity to showcase your company's capabilities. This mission includes participation at the inaugural meeting of the Illinois Chapter of the National Brownfields Association.

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

January 17 - 23, 2004

Trade Mission - New Exporters to the UK London, United Kingdom

Ontario Exports Inc. is leading a mission of six Ontario companies to London in January. The delegation represents suppliers of a diverse range of products from heat recovery ventilators, staircases and public site furniture to water purifiers, carpet systems and sprayed insulation.

The mission program, in partnership with the Canadian High Commission in London, and Canada Mortgage and Housing Corporation is customized for mission participants and includes an exporting seminar, one-on-one matchmaking meetings with potential local partners, site and store visits.

Ontario exporters on the mission will have the opportunity to find out what's new in their established market sectors, assess the competition, learn about the UK market, and network with potential business partners.

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

February

February 9 - 13, 2004

Trade Mission - Power India

Ontario Exports Inc. is working with the Department of International Trade and Industry Canada on a power mission to India. This mission is an opportunity for Ontario exporters to identify business leads and make appropriate contacts in the power sector in India.

Participants will gain valuable market information, develop business contacts and explore potential partnerships through networking opportunities. They will also learn more about International Financial Institution opportunities. The format will include briefing sessions, seminars, networking luncheons and receptions.

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

February 9 - 20, 2004

Trade Mission to Southeast Asia - Wireless Singapore, Malaysia, the Philippines and Indonesia

Ontario Exports Inc. is working with Industry Canada on a wireless mission to Southeast Asia. Wireless companies are encouraged to take advantage of this very hot market in Southeast Asia.

Participants will be briefed on the market in each location and will make appropriate contacts through networking opportunities. Canadian companies will be given the opportunity to highlight their capabilities to audiences in each country.

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

February 3 - 5, 2004

**Economic Developers Council of Ontario Annual Conference
Toronto, Ontario**

Ontario Exports Inc. will be participating in the Economic Developers Council of Ontario (EDCO) Annual Conference in Toronto. EDCO is a non-profit organization representing economic development professionals in Ontario. Its mission is to provide a forum to enhance the professional development of its members. Ontario Exports Inc. views its involvement in the EDCO conference as an important opportunity to build upon the Government of Ontario's strong relationship with economic development professionals across the province.

Contact: Debbie Walker, 416 325-6658, e-mail: debbie.walker@edt.gov.on.ca

February 9 - 12, 2004

**Conference and Partnering Mission - Pacific Northwest Aerospace Association
Seattle, Washington**

The annual Pacific Northwest Aerospace Association (PNAA) conference provides excellent networking opportunities as well as updates on the aerospace industry's economic outlook, the 7E7 program and U.S. Air force procurement. The conference seminars will include FAA and business issues.

A matchmaking and information session is also planned by Ontario Exports Inc., in cooperation with the Canadian Consulate General in Seattle. The seminar will provide an overview of the market and will include presentations on marketing, management, financial and legal considerations. In addition, company visits to key players in the aerospace industry will be scheduled.

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

February 9 - 21, 2004

**Market Development in Mexico - Environmental/Multisector
Mexico City, Mexico**

International Marketing Consultant, Fred Sheehy will be visiting Mexico to research new business opportunities, gather market information, advocate on behalf of Ontario companies, and meet with buyers. He will also meet with senior government officials and initiate briefings with Canadian government officials in Mexico.

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

February 11 - 12, 2004

**New Exporters to Border States (NEBS)
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. This program would be of interest to new and experienced exporters alike and is ideal for small and medium-sized Ontario manufacturers or service firms. Over a two-day period, participants learn about export pricing and customs; procedures and banking; legal issues and export financing; insurance and new market opportunities; and much more.

This well-established, proven 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@edt.gov.on.ca

February 18, 2004

**Seminar - Doing Business in Chile/Brazil
Environmental Equipment and Services and Mining Equipment
Toronto, Ontario**

This seminar will be of interest to Ontario companies from the Environmental Equipment and Services and Mining Equipment sectors that are interested in 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

February 22 - 26, 2004

**Conference and Trade Show - Information Management Systems Society
Orlando, Florida**

Ontario Exports Inc. (OEI) will exhibit at the Healthcare Information Management Systems Society (HIMSS) 2004 Annual Meeting and Trade Show. At HIMSS, OEI will showcase Ontario companies in the IT Healthcare sector.

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

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

February 23 - 26, 2004

**Trade Mission - National Manufacturing Week
Chicago, Illinois**

This mission aims to promote Ontario software firms that have applications specific to manufacturing processes, including 3D modeling, process illustration and animation. The program includes a market briefing, business partnering reception, exhibition, and lists of potential leads. Space is limited to six companies only.

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

February 26 - 27, 2004

**Seminar - Canadian Business in New Europe - Opportunities & Challenges
Toronto, Ontario**

Ontario Exports Inc., is organizing a seminar in partnership with The Centre for Russian and East European Studies, the Munk Centre for International Studies and the University of Toronto.

This event will be of interest to Ontario companies from various sectors interested in developing opportunities in Central European countries joining the European Union.

Participants will have an opportunity to learn from the experiences of successful Canadian companies, financial specialists, and to network with business representatives and key contacts in the market.

Contact: Vitaly Paroshyn, 416-314-0915, e-mail: vitaly.paroshyn@edt.gov.on.ca

February, 2004

**Virtual Trade Mission with the African Development Bank
Toronto, Ontario**

This Virtual Trade Mission is between Ontario suppliers in the roads/transportation sector and sector specialists in the African Development Bank.

Ontario participants will obtain information on trends and upcoming opportunities in Africa financed by the Bank, and the Bank officers will become familiar with Ontario's capabilities and experience in this sector.

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

March

March 4 - 5, 2004

Trade Mission - Canadian Society for Training and Development Dayton, Ohio

The "Partners in Training Take Flight" initiative is the second annual conference and business partnering event for Canadian and U.S. training providers. In cooperation with the Canadian Society for Training and Development (CSTD) and the Canadian Trade Commissioner Service, Ontario Exports Inc. invites training services companies and e-learning firms to join us for this hands-on, partnering event in Dayton, Ohio.

The conference will provide an opportunity for companies from Ontario, Michigan, Ohio, Indiana and Kentucky to exchange ideas, find out about industry trends, and to meet with like-minded professionals and potential business partners in neighbouring regional markets.

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

March 12, 2004

Seminar - Marketing Your Business in Mexico TBC, Ontario

This seminar is a unique opportunity for Ontario companies to learn about the Mexican market, which represents tremendous business potential for Canada.

Ontario companies have been able to expand their sales in previously well-protected sectors, such as automotive products, financial services, transportation and energy. Consequently, Mexico is now Canada's fourth-largest trading partner, and Ontario's third largest.

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

March 17, 2004

Reverse NEBS (New Exporters to Border States) Exporting Medical Products to the U.S. Toronto, Ontario

This practical Ontario Exports Inc. (OEI) program will offer participants an opportunity to hear from a wide range of speakers who will address some of the major issues associated with exporting medical products to the United States. 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.

OEI's Reverse NEBS program, conveniently located in Toronto, is a low-cost way for Ontario businesses to network with their counterparts and government officials, and prepare for success in U. S. markets.

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

March 18 - 24, 2004

CeBIT Hannover, Germany

Ontario Exports Inc. is organizing an Ontario groupstand within the Canadian Software and Services pavilion in Hall 6 at CeBIT 2004 in Hannover, Germany. Ontario co-exhibitors will have the benefit of a cost-effective display space, with shared amenities and value-added services.

CeBIT, is the world's largest and most influential Information and Communications Technology trade show. Ontario participants and visitors to CeBIT 2004 will have an opportunity to identify market trends and distribution partners, assess the competition and network with potential business partners.

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

March 23 - 25, 2004
Trade Mission to FOSE
Washington D.C.

Ontario Exports Inc., in partnership with the Canadian Embassy in Washington D.C., is co-leading a trade mission to Washington D.C. and surrounding areas.

This mission will focus on identifying Government Procurement opportunities for experienced Information & Communications Technologies (ICT) companies. Participants will gain valuable market information; make business contacts; explore potential partnerships; and meet with key potential clients and key-decision makers at mission events and business receptions.

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

March 25 - 26, 2004
Midwest Builders Show
Chicago, Illinois

This Chicago-based homebuilding industry trade show and conference attracts builders and building related professionals from surrounding states including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Last year's event had more than 200 exhibitors and attracted 4,500 visitors. The Canadian Consulate will be a sponsor again this year and has arranged for a dedicated pavilion of 24 booths for interested Canadian participants.

If you are interested in exhibiting, please contact Marlene Rust at the Home Builders Association of Greater Chicago. She can be reached at 815-788-9130 and by email at mrust@hbagc.com. For additional information on the show visit the website: www.midwestbuildersshow.com.

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

March 27 - April 9, 2004
Trade Mission to Enviro 2004
Market Development Initiative
Australia and Japan

Enviro 2004 is Australia's largest environmental exhibition and convention. Recruitment is underway and seven Ontario companies are targeted to participate. The objective of the mission is to introduce Ontario environmental companies to the Australian market and match the companies to potential distributors and agents

In addition to the environmental mission, a market development mission to Japan is planned to meet with Canadian Trade Commissioners to plan upcoming trade development activities and programs for fiscal 2004-2005. Sabrina Chan, International Marketing Consultant with Ontario Exports Inc., will also be evaluating opportunities for building products, information technology and healthcare projects, advocating on behalf of Ontario companies pursuing specific opportunities, and collecting additional market information and updates on the above sectors.

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

March 31 - April 2, 2004
GLOBE 2004 International Conference and Trade Fair
Vancouver, British Columbia

GLOBE 2004 is the eighth event in a series of biennial conferences and trade fairs focusing on the business of the environment. This event will bring together government decision makers, corporate executives, and environmental technology innovators from around the world to discuss current trends and showcase technology solutions to the world's environmental problems.

Ontario Exports Inc., in cooperation with the Ministry of Environment, will once again exhibit at GLOBE, providing an opportunity for Ontario environmental companies to meet with potential buyers

and business partners from a number of countries.

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

March 2004

**Virtual Trade Mission to the United States - Automotive Sector
TBC, Ontario**

Ontario Exports Inc. plans to organize a videoconference with key U.S. industry associations and distribution programs for Ontario companies in the automotive parts aftermarket industry. This event will be an opportunity for product promotion and will also highlight best practices for exporting to the U.S. and working with distributors.

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

March/April, 2004

**Team Ontario Trade Mission - Multisector
South Africa, Mozambique, Tanzania, Kenya**

A multi-sector Team Ontario trade mission is scheduled for March, 2004. Ontario companies will have the opportunity to showcase goods and services in a number of key sectors such as infrastructure, mining and privatization.

The agenda includes plenary sessions as well as one-on-one appointments with the private and public sector and trade associations focusing on export opportunities, joint ventures, investment and partnerships.

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

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Retirement

Cathy Boynton

Cathy Boynton, International Marketing Consultant for Central and Eastern Europe, and Turkey, retired in December 2003. She has worked with the ministry since 1981. Cathy was committed to helping Ontario enterprises export their goods and services abroad. She will be missed by her many colleagues and clients.

In the interim, **Vitaly Paroshyn** will be providing support for the Central and Eastern Europe and Turkey markets. He can be reached at 416-314-0915.

New Intern

Rick Yee

Rick Yee joined OEI in November as a Marketing Intern. Rick will be working closely with Kathy Tangorra in the area of Corporate and Export related OEI events.

Rick has completed two previous internships with the Ministry of Health & Long Term Care as a Communications Analyst and the Ministry of the Attorney General as an HR Innovations Assistant. Rick brings to the internship, experience in communications as well as a university degree in marketing. He will be with OEI until July 15, 2004.

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