



Spring 2004

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Company names don't always tell the true story. Take Pink Elephant Inc. as an example - President David Ratcliffe can tell you that his thriving enterprise is anything but an invisible pachyderm.

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DEBBIE'S HELPFUL EXPORT HINTS

By Debbie Walker, Ontario Exports Inc.

In this, the second in a series of regular columns I am writing, I want to touch on some of the general business requirements that all firms new to exporting must address.

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FEATURE ARTICLE**European Union Expansion Offers New Opportunities for Ontario Companies**

May 1, 2004 marked the day that the European Union (EU) dramatically expanded when it welcomed ten new member countries.

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Don Black - Deputy Minister
[>>full details](#)

E-bulletin - Ontario's Export News

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Ontario Exports Inc.
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From within the GTA, call 416.314.8200. E-mail **trade.officer@edt.gov.on.ca**

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Ontario's Pink Elephant is World Leader in Promoting IT Management Best Practices

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Company names don't always tell the true story. Take Pink Elephant Inc. as an example - President David Ratcliffe can tell you that his thriving enterprise is anything but an invisible pachyderm.

In reality, this Burlington-headquartered information technology (IT) company is a hugely successful Ontario exporter in a highly specialized field.

Privately held Pink Elephant is the world leader in IT management best practices and is dedicated to promoting these best practices through conferences, seminars, on-site education, consulting and outsourcing throughout North America and the Asia-Pacific.

"We hold more than 500 training courses a year, and now generate about two-thirds of our revenues outside Canada," said Ratcliffe.

"We train thousands of people a year in IT management best practices not only from the public sector but from a cross section of industries, including banking, insurance, pharmaceuticals, petrochemicals and information technology."

Ratcliffe said Pink Elephant sales for 2003 were estimated to grow yet again, continuing a trend of annual growth of at least 28 per cent.

Ratcliffe continues to actively explore new markets to introduce its IT management best practices. It's exactly this continuous search to develop new markets that garnered Pink Elephant a regional Honorable Mention in the market expansion-service category at the annual Ontario Global Traders Awards last year. The awards program is coordinated by Ontario Exports Inc., the export development agency of the Ontario government.

The IT consulting company Ratcliffe founded in 1991 with his partner, Fatima Cabral, was bought in 1996 by PinkRoccade, the Dutch owners of Pink Elephant, who were anxious to launch the concept of IT best practices management in North America. As part of the package, Ratcliffe stayed with the new company, but in September 2001 was offered the chance to buy the company back when PinkRoccade decided to concentrate on their home markets.

"We ended up with the rights to operate with the Pink Elephant name worldwide, outside of PinkRoccade's home markets of the Netherlands and UK," said Ratcliffe.

The securing of Pink Elephant assets in Australia and Asia quickly followed this purchase. Today, the company has a truly international flavour with thriving operations not only "down under", but also in New Zealand, Hong Kong, Singapore and Malaysia.

"We have 125 people world wide delivering our services and generating revenues of more than \$20 million," said Ratcliffe.

"While we have had to look further than Canada for our continued revenue growth, we are proud to be an Ontario company delivering our IT management best practices to so many international markets."

And global penetration continues as an ongoing business strategy for Pink Elephant. Ratcliffe

explained that the company's reputation as a market leader is spreading. "Every day we're receiving enquiries and proposals from prospective distributors in Russia, China, India, Brazil and Argentina.

"We're working hard at turning these initiatives into signed agreements to form working partnerships to set up local operations in these countries. The potential is huge," he added.

Pink Elephant is also enjoying growth in another sector. The company launched PinkGhost™ to offer IT outsourcing services for major corporations, many of whom are already clients for IT management best practices.

"About 30 people in our Burlington facilities are dedicated to providing IT outsourcing services. There's lots of competition in this sector, but we bring a different approach to outsourcing that's based on our IT best practices management approach. We like to practice what we preach."

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Debbie's Helpful Export Hints

In this, the second in a series of regular columns I am writing, I want to touch on some of the general business requirements that all firms new to exporting must address.

The requirements noted below highlight what I like to call the “mechanics” of exporting. They include the necessity for importer/exporter numbers, the reporting of exports, export permits, prohibited and controlled goods, and a toll-free automated customer information service.

Understanding what you need to do is integral to making the export experience run smoothly, so let's examine the requirements, one at a time.

Business Number – Importer/Exporter Account Number - Any Ontario individual or business that exports on a commercial basis must obtain a business number in order to account for their goods. Canada Revenue Agency (CRA) uses this number to identify a business and to process Customs accounting documents. It is recommended that Ontario businesses open an account before beginning the process of exporting. By doing this, you can often avoid Customs delays at the border. You can find application forms at all CRA offices that clear commercial shipments and from Business Window sites, where you can also submit completed forms. More information is available at www.ccca-adrc.gc.ca/formspubs/menu-e.html.

Reporting of Exports – It may come as a surprise to companies new to exporting that they must report any commercial shipments valued at \$2,000 or more using Form B13A, Export Declaration. This applies to exports that are shipped to a foreign country other than the U.S., as well as any goods being shipped through the U.S. to another country. Your nearest CRA office can provide the form or more information on reporting procedures, or you can visit Statistics Canada's Canadian Automated Export Declaration (CAED) website at www.statcan.ca/english/exports/index.htm.

Imports and Exports of Prohibited and Controlled Goods – Companies must be extremely careful about the goods they are exporting because some federal government departments prohibit certain goods from entering or leaving Canada. Permits, certificates, labeling or authorizations from a federal department are needed before the controlled goods can be released by the CRA. You should also note that the goods will be held until the importer or exporter meets all requirements. A partial list of the D19 series of Customs Memorandums covering these goods can be viewed and downloaded at www.cbsa-asfc.gc.ca/menu/D19-e.html.

Export Permits – An export permit is required if you are exporting to a country on the Area Control List or when the goods are on the Export Control List. If you have any doubts about what you are exporting or where you are exporting to, contact the Export Controls Division of the Department of Foreign Affairs & International Trade for assistance at 613-996-2387 or toll free at 1-800-267-8376, or visit their website at www.dfait-maeci.gc.ca/~eicb/epd_home.

Automated Customs Information Services (ACIS) – For more specific answers to questions that you might have, the ACIS is a really useful automated federal telephone service that provides information on a range of customer-related topics including: personal currency exchange rates; postal importing and refunds; CANPASS; Free Trade Agreements (North American, Israel and Chile); and Customs news and current events specific to each calling area. Service is available toll free at 1-800-

461-9999.

Another way to take the mystery out of these requirements is to participate in one of the New Exporters to Border States (NEBS) programs organized by Ontario Exports Inc. (OEI). This is a practical and cost-effective two-day program that introduces companies to the fundamentals of exporting to the U.S., and covers all the requirements I have written about here.

If there are specific topics you would like to see me cover in future columns, please contact me at 416-325-6658 or e-mail me at debbie.walker@edt.gov.on.ca.

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

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European Union Expansion Offers New Opportunities for Ontario Companies

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May 1, 2004 marked the day that the European Union (EU) dramatically expanded when it welcomed ten new member countries.

Central and Eastern Europe became a new force within the EU when Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovak Republic, Hungary and Slovenia joined the world's second largest trading region, along with the islands of Malta and Cyprus.

Vitaly Paroshyn, OEI Export Consultant for Central and Eastern Europe, points out that dramatic changes in this region of Europe over the past ten years have created ample and potentially profitable opportunities for Ontario exporters.

"Ontario service firms – specializing in municipal, transportation, energy, water and pollution control infrastructure, among other sectors - have enjoyed success in Central and Eastern Europe during this period," says Paroshyn.

"Firms like Hatch, Northland Power and UMA Engineering have worked on major projects financed by the European Bank for Reconstruction and Development (EBRD). This institution has helped many Eastern European countries rebuild their infrastructure, create a more democratic political environment and move towards a market economy, which has resulted in their gaining access to the EU."

Parosyhn notes that OEI has organized and been involved with five seminars designed to help Ontario firms understand the range of opportunities open to them in this region. Last fall, OEI also participated in a mission, lead by the Canadian Secretary of State. During that mission, ten Ontario companies visited Slovenia, the Slovak Republic and the Czech Republic.

More recently, OEI was a lead sponsor for a conference on "Canadian Business in the New Europe: Opportunities and Challenges", held on February 26 at the Munk Centre for International Studies, University of Toronto.

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Ontario Government Honours its Exporters

Throughout March and April, Ontario Exports Inc. and its partners in-trade honoured Ontario's top exporters for their exceptional efforts in 2003 at the 6th annual Ontario Global Traders Awards (OGTA).

The awards recognize the most innovative and successful small and medium-sized enterprises (SMEs), business leaders and students throughout Ontario.

"Ontario's exporters are first rate in the quality of services and products they provide," said Roy Norton, President and CEO of Ontario Exports Inc. "Many countries are now turning to Ontario to fulfill their needs."

Four regional OGTA ceremonies were held throughout the province, with regional award recipients competing for the provincial awards in Toronto on May 11, 2004.

The award winners are:

- [Southwestern Region - Kitchener, on March 25](#)
- [Eastern Region - Belleville, on April 1](#)
- [Central Region - Brampton, on April 7](#)
- [Northern Region - Sault Ste. Marie, on April 15](#)

Special thanks to our sponsors: Export Development Canada; Deloitte; The Institute of Chartered Accountants of Ontario; CCC, the Canadian Commercial Corporation; and PROFIT and Canadian Business magazines. Industry sponsors include RBC Financial Group, Team Northern Ontario and the National Quality Institute (NQI).

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Southwestern region - Kitchener on March 25

INNOVATION AWARD

Regional Award	Dspfactory Ltd. , Waterloo
Award of Merit	Lakes Environmental Software Inc. , Waterloo
Honourable Mention	Louisville Hockey , Wallaceburg

MARKET EXPANSION AWARD: SERVICE

Regional Award	Brock Solutions , Kitchener
Honourable Mention	Creative Options , Waterloo

MARKET EXPANSION AWARD: PRODUCT

Regional Award	Diamond Aircraft Industries Inc. , London
Award of Merit	Louisville Hockey , Wallaceburg
Honourable Mention	Roll-Tite by Till-Fab Ltd. , Norwich

PARTNERSHIP AWARD

Regional Award	Ecotrans Technologies , London, CSX Transportation , Jacksonville, Florida & International Road & Rail Inc. , London
Award of Merit	Ontario Drive & Gear Limited , New Hamburg & Crayford All Terrain Vehicles (PTY) Ltd. , Montague Gardens , South Africa
Honourable Mention	ARVA Industries Inc. , St. Thomas & Coast Crane Company , Seattle, Washington

STUDENT ACHIEVEMENT AWARD

Regional Award	Peter Kucherepa (University of Western Ontario)
Award of Merit	Constanza Zalba (University of Waterloo)

LEADERSHIP AWARD

Regional Award	Louis M. Papp , Manufacturing Advisory Services, Windsor
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Eastern region - Belleville, on April 1

INNOVATION AWARD

Regional Award	EDUCOM TS Inc. , Ottawa
Award of Merit	EOD Performance Inc. , Ottawa
Honourable Mention	Magic Wardrobe , Belleville

MARKET EXPANSION AWARD: SERVICE

Regional Award	UTTC United Tri-Tech Corporation (parent) for Northern Radio and Wireless , Cornwall
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MARKET EXPANSION AWARD: PRODUCT

Regional Award	EOD Performance Inc. , Ottawa
Award of Merit	EDUCOM TS Inc. , Ottawa
Honourable Mention	Patient News Publishing Ltd. , Haliburton

PARTNERSHIP AWARD

Regional Award	Maple Leaf Environmental Equipment Ltd. , Brockville & Severn Trent QED , Ann Arbor, Michigan
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STUDENT ACHIEVEMENT AWARD

Regional Award	Alison Payne (Queen's University)
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LEADERSHIP AWARD

Regional Award	Denis Colbourne , DC-Technologies Ltd., Kanata
Award of Merit	Andrew Moffat , EDUCOM TS Inc., Ottawa

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Central region - Brampton, on April 7

INNOVATION AWARD

Regional Award	Evertz Microsystems Ltd. , Burlington
Award of Merit	Sterner Automation Ltd. , Toronto
Honourable Mention	Electrovaya , Mississauga

MARKET EXPANSION AWARD: SERVICE

Regional Award	Redwood Custom Communications , Toronto
Award of Merit	Display Transportation , Mississauga
Honourable Mention	Rodair International Ltd. , Mississauga

MARKET EXPANSION AWARD: PRODUCT

Regional Award	Sterner Automation , Toronto
Award of Merit	Aisco Systems Inc. , Burlington
Honourable Mention	Mine Radio Systems Inc. , Stouffville

PARTNERSHIP AWARD

Award of Merit	Theta Industries Ltd. , Barrie, Sander Umformtechnik GmbH & Co KG , Rench-Ulm, Germany
Honourable Mention	R.J. Burnside International Limited , Brampton, Golder Associates Limited , Mississauga & Connestoga - Rovers Associates , Waterloo

STUDENT ACHIEVEMENT AWARD

Regional Award	Gustavo Galue (Niagara College)
Award of Merit	Ivan Ivanovitch (York University)
Honourable Mention	Michelle Korson (York University)

LEADERSHIP AWARD

Regional Award	Michael Schultz , Chinguacousy Secondary School - Peel District School Board, Brampton
Award of Merit	Robert Glandfield , Innovation Synergy Centre of Markham, Markham

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Northern region - Sault Ste. Marie, on April 15

INNOVATION AWARD

Regional Award	Varis-Smart Underground Communications , Sudbury
Award of Merit	Driving Force Internet Group - o/b 920838
Honourable Mention	Ontario Inc. , Sault Ste. Marie
	Souris River Canoes , Atitokan

MARKET EXPANSION AWARD: SERVICE

Honourable Mention	Truck Wash Technologies Inc. , Sault Ste. Marie
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MARKET EXPANSION AWARD: PRODUCT

Regional Award	Axiom (Colquhoun Audio Laboratories Ltd.) , Dwight
Award of Merit	Teleflex - Advanced Thermodynamics , Sault Ste. Marie
Honourable Mention	Granite Tops Inc. / A Division of
	Duracon Tile + Concrete Ltd. , Thunder Bay

STUDENT ACHIEVEMENT AWARD

Award of Merit	Zankhana Ughadpaga (Laurentian University)
Honourable Mention	Stephanie Pearce (Algoma University College)

LEADERSHIP AWARD

Regional Award	Tom C. Palangio , TOPEX Inc., Bonfield
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Exports Breathe new Life Into Sales for Respan Products Inc.

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Respan Products Inc. faced a challenge in the early 1990s – where to find future growth. Sales of the company's respiratory and oxygen supply products and miscellaneous accessories to Canadian customers had peaked, calling for a new strategy to boost revenues.

The solution for this Erin, Ontario-based manufacturer was to seek new marketing opportunities through exporting – and it was a strategy that successfully breathed life in Respan's bottom line.

Today, 60 per cent of Respan's annual sales come from products exported to the U.S., United Arab Emirates, Saudi Arabia, Japan, Europe and South America.

Respan was launched in 1981 with a commitment to replace imported disposable respiratory and oxygen therapy products with Canadian manufactured products, targeting the homecare providers, hospitals and emergency services. The company employs 30 people producing 80 products in a manufacturing process that includes injection molding, extrusion, assembly and packaging from the raw material stage to finished goods.

"We reached the stage in our development where the limitations of the Canadian market for our products were obvious," recalled Janey Hacke, who presides over the company's vertical operations that incorporate manufacturing and production, design and engineering and research and development.

"We took our first steps toward exporting to the U.S. by going to trade shows and broke into the market. But then we found our silent partner – Ontario Exports Inc. (OEI), the export development agency of the Government of Ontario," said Hacke.

OEI works with small and medium-sized enterprises that want to begin exporting or expand into new markets. The agency provides a range of services, from export education and one-on-one consulting, to providing market information, workshops and market contacts.

"OEI greatly assisted us in establishing meaningful contacts with potential export customers through OEI-sponsored events such as Cross Border Exchange meetings with neighbouring states in the U. S., and our participation as an exhibitor in the Ontario Pavilion at international trade conferences and shows."

She added: "Working with OEI has been like having an export consultant on staff. We have an ongoing relationship and work very closely with OEI's International Marketing Consultant Patricia Cosgrove. She has provided encouragement for us to try new markets and expand our export horizons. She knows what works, using her experience to see things from the customers' point of view."

In Canada, Respan products are sold to some large customers, major medical devices distributors and home care companies. About 25 per cent of domestic sales are made for private label.

As well as marketing the Respan range of finished respiratory products in the U.S. through distributors and some direct sales, the company also found a new marketing opportunity through its exposure at trade shows – supplying product components to U.S. manufacturers for assembly or addition to their existing product kits.

“Our extensively automated production processes allowed us to compete successfully to win the business for large volume components requirements with these manufacturers,” said Hacke.

Her advice to other Ontario companies is succinct: “The Canadian market is just too small and if you want to grow, you have to export.”

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NEX-UK Mission Targets Building and DIY Markets

Six Ontario building and construction products manufacturers took the first steps to expanding their export horizons when they took part in the New Exporters to the U.K. (NEX-UK) mission from January 19 to 22.

Designed to assist small and medium-sized exporters in accessing the U.K. market, the NEX-UK program features market briefing, site visits and pre-arranged meetings with potential buyers and business partners.

The NEX-UK mission targeted the U.K. market for building, construction and DIY products and was jointly organized by OEI, the Canadian High Commission, Canada Mortgage and Housing Corporation and The Building Centre in London, England. The six mission member companies were: Envirogard Products Ltd., Richmond Hill; Icynene Inc., Mississauga; Maglin Furniture Systems, Woodstock; Nutech Energy Systems, London; TacFast Systems International, Richmond Hill; and Zenith Wood Turners Inc., Vankleek Hill.

"The continuing boom in the U.K. building and home improvement market offers Ontario exporters an excellent opportunity to expand sales horizons," said Laurie D'Souza, OEI International Marketing Consultant, U.K. and Southern Europe, who recruited and led the mission to London, England.

The NEX-UK mission coincided with the annual DIY and Garden Show in London. Mission members had the opportunity to tour this event as part of a busy program that also included site visits, seminars and networking receptions.

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Tunisia, Hong Kong and New Delhi Destinations for OEI Virtual Trade Missions

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OEI's Virtual Trade Missions (VTMs) are becoming an increasingly popular alternative for Ontario companies looking for a cost-effective way to boost export sales without leaving the province.

Over a recent two-week period, Ontario companies utilized the video-conferencing and advanced Internet technologies that power VTMs to link up with potential joint venture partners and other interested export parties in three separate virtual meetings in Tunisia, Hong Kong and New Delhi.

On February 12, OEI facilitated a VTM with six African Development Bank representatives headquartered in Tunisia. Gathered in Toronto were six Ontario companies interested in bidding on a number of large road building and transportation projects in Africa. These potential exporters were briefed on International Financial Institution financing, as well as a host of other topics helpful in responding to tenders on these projects.

OEI also facilitated a VTM featuring four Ontario companies exploring the export potential of the burgeoning wireless technology market with four companies that are all members of the Hong Kong Wireless Technology Industry Association located in Hong Kong.

Attending the February 18 VTM was Tony Wong, Parliamentary Assistant to the Minister of Economic Development and Trade. In his opening remarks, Mr. Wong noted that the VTM is a good example of the ongoing efforts by Ontario and Hong Kong to share business intelligence, trade enquiries and other information of mutual interest.

On February 25, 16 companies involved in the airport infrastructure sector met in Toronto to participate in a VTM to explore the export potential to India for Ontario companies in this sector. This was one of the largest VTMs that OEI has helped facilitate.

It offered a unique opportunity for so many Ontario companies at one time to be briefed and ask questions of New Delhi-based Canadian government officials and local private sector representatives. Both took advantage of the VTM to outline Indian airport infrastructure procurement procedures and opportunities.

During fiscal 2003-2004, OEI was involved in a total of eight VTMs featuring participation of 120 Ontario companies and 21 foreign companies.

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Calendar of Events

Spring

April 19 - May 18, 2004

Market Development Mission

Beijing, Shanghai, Nanjing, Dalian, Chongqing, Guangzhou, Taipei and Hong Kong, Jiangsu, Liaoning, Guangdong, China

During Philip Wong's market development mission to China, Hong Kong and Taiwan, he will research new business opportunities, identify new projects and advocate on behalf of Ontario companies. While there, Mr. Wong will meet with senior Chinese provincial government officials and private sector representatives, and conduct briefings with Canadian government officials in Beijing and Shanghai.

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

May 2, 2004

Market and Project Development Mission

Mexico City, Guadalajara, Monterrey, Chihuahua, Tijuana, Mexico

During Fred Sheehy's market development mission, he will identify new business opportunities, research new projects and match projects to Ontario firms, gather market intelligence, identify new contacts, represent Ontario business interests and meet with buyers. While there, Mr. Sheehy will also be meeting with senior Mexican government officials and initiate briefings with Canadian government officials in Guadalajara, Mexico City and Monterrey.

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

May 2 - 4, 2004

Market Development Mission - Meetings with International Financial Institutions

Washington, D.C., United States

Rowena Dias will be conducting a market development mission to Washington D.C. During her mission, she will be meeting with the World Bank, Inter-American Development Bank and Asian Development Bank North America Regional Office.

Representatives from these banks will be speakers at the June 16, 2004 "Export Opportunities through the International Financial Institutions" seminar in Hamilton Ontario.

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

May 4, 2004

Seminar on 'Opportunities at SMAU, Milan'
Toronto, Ontario, Canada

Seminar attendees will learn more about opportunities in the Italian ICT market.

Ontario Exports Inc., in partnership with the Canadian Consulate in Milan, is participating in SMAU, Italy's leading exhibition and trade show for the Information and Communications Technologies sector.

Information about participating in the Ontario Showcase at SMAU will also be provided. In addition to booth space, Ontario Exports Inc. will be arranging meetings with distributors and potential business partners for participants in the Ontario Showcase at SMAU, October 21-24, 2004. For more information about the seminar and SMAU, visit www.smau.it/english.

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

May 5 - 6, 2004
NEBS Mission to Buffalo
Buffalo, New York, United States

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@edt.gov.on.ca

May 11, 2004
6th Annual Ontario Global Traders Awards Provincial Ceremony
Toronto, Ontario

Now in its sixth year, the Ontario Global Traders Awards (OGTA) celebrate and champion export success in Ontario. Coordinated by Ontario Exports Inc. (OEI), Ontario's export development agency, they are Ontario's first awards recognizing the export achievements of small and medium-sized enterprises. There are six award categories and winners of top regional awards compete for a provincial award. Each year the OGTA program selects four host communities in Ontario to host the regional ceremonies, with the provincial ceremony taking place in Toronto.

The 2003 Ontario Global Traders Awards provincial ceremony will take place in Toronto at the Westin Harbour Castle Conference Centre.

Contact: Leslie Lai, 416 325-6842, e-mail : leslie.lai@edt.gov.on.ca

May 11-12, 2004
ITEXus Trade Mission to ITEC Detroit
Detroit, Michigan, United States

ITEXus is a multi-component, business-to-business mission focused on the IT sector. ITEXus team members participate in IT trade shows held in U.S. Border States, which are cost-effective entry points to the broader U.S. market. ITEXus missions introduce Ontario IT companies to potential buyers, manufacturers, distributors and value-added resellers.

By joining an ITEXus mission, your company will establish valuable contacts and build corporate profile in important U.S. regional markets, while gaining the experience and commercial knowledge that will ensure successful access to the world's largest IT market.

Contact: Mauricio Ospina, 416 325-5161, e-mail: mauricio.ospina@edt.gov.on.ca

May 26, 2004

**Opportunities in the U.K. Interior and Environment Design Sector
Toronto, Ontario, Canada**

Ontario Exports Inc., in partnership with the Canadian High Commission in London, U.K., is conducting a seminar on opportunities in the U.K. Interior and Environment Design sectors. This seminar will be of interest to Ontario Interior and Urban Design companies interested in the U.K. market.

Participants will have an opportunity to learn from Stephen Hitchins, a specialist in the field of design. Mr. Hitchins is a fellow of the UK Chartered Society of Designers (CSD), was President of CSD in 2001, and was recently elected President of BEDA, the single European organization recognized by Eurostat representing the interests of professional designers across the European Union.

Mr. Hitchins has completed numerous speaking engagements for the academic and private sectors including keynote addresses at two international design congresses in 2003, and is currently writing a book about "The Professional Practice of Design".

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

May 27, 2004

**Reverse NEBS Seminar
Newmarket, Ontario, Canada**

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.

This program is of interest to new and experienced exporters alike, and 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.

OEI's Reverse NEBS program, conveniently located in Ontario, 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: Ken Campbell, 416 325-6659, e-mail: ken.campbell@edt.gov.on.ca

May 24 - 27, 2004

**ASTD 2004 International Conference & Exposition
Washington D.C., United States**

In cooperation with the Canadian Society for Training and Development (CSTD) and the Canadian Embassy in Washington, Ontario Exports Inc. will participate with exhibiting Ontario companies at the American Society for Training and Development Annual Conference (ASTD) and Exposition in Washington D.C.

This international conference is the largest training conference of its kind in North America and provides an excellent opportunity for export-capable suppliers of training services to identify new sales opportunities in the United States and promote their services at this premier event.

A number of parallel export initiatives and events will enhance company presence at this show. These include: export seminar at the Canadian Embassy featuring Canadian and U.S. speakers; U.S./Canada networking reception held at the Canadian Embassy with invited U.S. providers and buyers of training services; delegate directory profiling participating Canadian companies to be handed out at the reception and from the CSTD booth; site tour of a large U.S. corporate training facility in the region.

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

**June 5 - 10, 2004
BIO 2004**

San Francisco, CA, United States

The annual meeting and trade show of the Biotechnology Industry Association (BIO) is the world's largest and most important event for the biotechnology industry. BIO represents over 1000 member companies in 33 countries and attracted more than 15,000 delegates at last year's show. This meeting will be of value to Ontario companies interested in learning about the most recent advances in the field of biotechnology and companies interested in developing relationships with international partners. For additional information, please visit www.bio.org.

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

June 15 - July 18, 2004

Ontario Showcase at CommunicAsia 2004, Singapore Singapore

Ontario Exports Inc., is organizing an Ontario Showcase as part of the Canadian Pavilion at CommunicAsia 2004, Singapore, highlighting Ontario information and communications companies.

CommunicAsia 2004 offers a comprehensive range of mobile networks and applications, network technologies and satellite communications. The trade fair consists of: MobileCommAsia, NetworkAsia and SatComm. It will also be connected with Enterprise IT and Broadcast Asia. The trade show offers an excellent opportunity to sell, network and meet key industry players in the region.

In addition, the Canadian High Commission in Singapore will be holding a one-day trade/investment seminar for Canadian companies to meet prospective partners in Singapore. The Canadian High Commissioner will also hold a networking reception.

Contact: Shirley Townsend, 416325-6816, e-mail: shirley.townsend@edt.gov.on.ca

June 16, 2004

Seminar - Export Opportunities through the International Financial Institutions Hamilton, Ontario

This one-day seminar, featuring key speakers from the World Bank, Inter-American Development Bank, Asian Development Bank and African Development Bank, will focus on procurement opportunities financed by these banks and procedures to pursue contracts for services and goods. The afternoon session will also feature two workshops.

Workshop One: Focus on infrastructure, agriculture and environment.

Workshop Two: Focus on poverty alleviation, public sector management and financial sector services.

Private sector companies and federal agencies will participate in these sessions along with bank staff.

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

June 17, 2004

Exporting Your Services to the United States: What You Should Know Toronto, Ontario

This half-day seminar will highlight opportunities and best practices for Ontario companies interested in marketing their business services in the United States. Topics will include: immigration and visa requirements, marketing services in the United States, U.S. Government purchasing, U.S. & Canada border programs, export financing, cross-border taxation and legal issues.

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

June 23 - 24, 2004

NEBS Mission to Detroit Detroit, Michigan, United States

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@edt.gov.on.ca

June 23 - 25, 2004

**Hong Kong International Film & TV Market (FILMART)
Hong Kong, China**

In cooperation with the Hong Kong Trade Development Council, Ontario Exports Inc. is leading a mission to the Hong Kong International Film & TV Market (FILMART) in Hong Kong.

This mission is an opportunity for Ontario exporters to identify business leads in film and TV sectors.

Participants will gain valuable market information and explore potential partnerships for doing business in Hong Kong and China.

Ontario companies can exhibit at the Ontario Booth within the Canada Pavilion. Alongside the film market, a series of networking and informational platforms are scheduled. These will include special screenings, cocktail receptions, film premieres, conferences and forums, business matching services, one-on-one meetings, as well as a one-stop professional advisory service.

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

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New Deputy Minister Appointed

Don Black

Don Black was appointed Deputy Minister of the Ontario Ministry of Economic Development and Trade, effective February 9.

Don was previously the Assistant Deputy Minister, Policy, Cabinet Office. He has also served as the Assistant Deputy Minister, Strategic Communications in the Cabinet Office. Additionally, he has held senior management positions in both policy and communications in the ministries of Finance, and Treasury and Economics.

Don holds a BA in Economics (Honours) from Brock University and an MA in Economics from McMaster University.

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