



Summer 2004

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by Andy Shaw, freelance writer and reporter

The dateline is Duesseldorf, Germany, November 24 -- first day of Medica 2004, the world's largest medical technology trade show. Spread throughout the sprawling Messe Duesseldorf fairgrounds are nearly 4,000 exhibitors including over 60 Canadian firms.

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E-bulletin - Ontario's Export News

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Visit the OEI Web site at: **<http://www.ontarioexportsinc.com>** for more information on our programs and services.

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Ontario Company Helping Smokers Butt Out

New and tougher anti-smoking bylaws and an almost complete ban on smoking in most workplaces have spawned a growing market for smoking cessation solutions as smokers seek ways to curb their habit.

One of the most popular products available on the shelves of many pharmacies is the smokeless cigarette and mini filter, which along with a stop smoking booklet, "Overcoming the Urge to Quit", have been successfully introduced to the Canadian marketplace by Ciganot Incorporated, of Waterloo, Ontario.

"More than 1,000 pharmacies across Canada stock our products, which offer a safe alternative to smoking, and we receive additional requests everyday," said Charlotte Whaley, President of Ciganot. She launched the company in 2000 when the City of Waterloo became one of the first no-smoking cities in the country.

Ciganot products enjoy a 92 per cent re-order rate and this domestic market acceptance has encouraged Whaley to turn her sights to the potential of the huge U.S. market. During an economic development seminar she attended in London, Ontario, Whaley learned about the comprehensive two-day New Exporters to Border States (NEBS) seminars organized by Ontario Exports Inc. (OEI), the export development agency of the Ontario government.

"I contacted Ken Campbell, OEI's International Marketing Consultant, and he encouraged me join a group of other companies and attend a NEBS program to Buffalo, New York," said Whaley. "Everything about exporting to the U.S. is covered by the program – shipping, warehousing, finding distributors or business partners, customs regulations and tariffs, and service providers. I couldn't imagine the process of doing all of this on my own. NEBS was a great time and money saver for a small company like ours."

Whaley is putting her newfound knowledge to good use, choosing to enter the U.S. market with a two-pronged approach. She is working with a large customer in Canada that also has U.S. retail outlets to get her products on those shelves south of the border.

Secondly, she is following the same three-part strategy that won Ciganot market share in Canada. This entails initially making local public health officials aware of the Ciganot product line, then persuading one or two local stores to carry the products on a buy-back basis if they don't sell. Finally, she aggressively seeks media coverage of the benefits of her smoking cessation products, using the resulting press to further convince retailers to carry the Ciganot line in competition with nicotine gums and nicotine patches.

The strategy has worked extremely well. "Anything that helps smokers quit seems to get good media coverage," said Whaley. "Consistent good press has certainly been a key factor in the acceptance of the Ciganot line across Canada."

As well as opening up the U.S. market, Whaley has also entered into an agreement that will see Ciganot made available to smokers throughout the Middle East. "This opportunity came about as a direct result of OEI's invitation to participate at the regional pharmaceutical show held in Dubai, United Arab Emirates, at the end of 2003. They helped us find a distributor interested in representing

the Ciganot line at the show.”

The Internet is also proving to be a useful selling tool. “We’ve also had enquiries through our website from companies interested in carrying our smokeless cigarette and mini filter in China, Malaysia and Singapore. It’s an exciting time for our company,” adds Whaley.

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Debbie's Helpful Export Hints

Canada-Ontario Export Forum offers a passport to global markets

by Debbie Walker

For small and medium-sized companies considering exporting for the first time as a route to increasing sales and opening new markets for their products and services, there is a dizzying amount of export assistance available from both federal and provincial governments in Canada.

Some of this takes the form of financial assistance, export insurance and in-depth market information about particular countries, while other assistance is in the form of a wide choice of export-related programs at the federal and provincial level, export literature, websites and the like.

It's recognition of the potentially confusing nature of this large suite of export programs that provided much of the momentum for the formation of the Canada-Ontario Export Forum (COEF), on which Ontario Exports Inc. (OEI) plays a key role as co-chair along with International Trade Canada.

COEF is one of 10 Regional Trade Networks across Canada, and is an important part of the federal government's Team Canada Inc. approach to helping Canadian businesses capture emerging opportunities in international markets.

COEF is a partnership between federal and Ontario government departments and agencies that offer various forms of export assistance to active and potential exporters. Working in partnership enables members of COEF to seamlessly collaborate and coordinate international development activities and help companies fast-track toward export readiness.

Teamwork is the keyword in the partnership as illustrated by COEF's mission statement - "to provide programs and services in a coordinated team approach to Ontario companies interested in international business development".

COEF focuses on four key objectives in its quest to assist Ontario companies achieve success in global markets. These are:

Export Preparedness

- Ensure companies have the necessary tools, skills and resources required when entering foreign markets.

Diversifying Export Markets

- Encourage active exporters to enter new markets through trade missions, exhibitions and identification of opportunities in both their existing and new markets.

Strengthened Performance

- Assist exporters to increase productivity, sales, profits and job creation at home.

Investment Attraction

- Attract foreign direct investment through promotion of Ontario abroad.

In essence, COEF offers Ontario manufacturers and service providers easier access to the wide range of services offered by the partners. These services cover the exporter continuum from potential exporter to experienced exporters, and include:

- Awareness and Interest Building
- General Export Information
- Skills Development
- Export Counselling
- Market Entry Support
- Export Financing and In-Market Assistance

For example, under "skills development", exporters have access to export development seminars run by the Forum for International Trade Training (www.fitt.ca), the resources of OEI, including our popular New Exporters to Border States (NEBS) program (nebs.ontarioexports.com), and programs from Agriculture & Agri-Food Canada (ats-sea.agr.ca/events/events-e.htm) and the Ontario Ministry of Agriculture & Food (www.gov.on.ca/OMAF/english/food/export/index.html).

At the other end of the exporter continuum, experienced exporters can explore "export financing" assistance offered through Export Development Canada (www.edc.ca), the Business Development Bank of Canada (www.bdc.ca) and Canadian Commercial Corporation (www.ccc.ca).

For more general information on COEF, you can call 416-952-1510, log on to www.ic.gc.ca/coef or email: coef@ic.gc.ca.

(Debbie Walker is Director, Community Export Development, Ontario Exports Inc., the export development agency of the Government of Ontario. She can be contacted by email at debbie.walker@edt.gov.on.ca).

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Making the Most of the Media at a Trade Show

by Andy Shaw, freelance writer and reporter

The dateline is Duesseldorf, Germany, November 24 -- first day of Medica 2004, the world's largest medical technology trade show. Spread throughout the sprawling Messe Duesseldorf fairgrounds are nearly 4,000 exhibitors including over 60 Canadian firms. Inside the show's "Presse Zentrum" or press centre are the credentials for more than 1,200 journalists, reporters, writers, photographers, radio and TV people expected to cover the show. A remarkable number of media in any one spot but typical of major trade shows.

As you enter the press centre, there are racks of bins ranged A to Z containing the press kits of media-savvy companies the media check every day looking for possible stories. The companies are eager to attract free publicity for their product or service in trade magazines, newspapers, over the airwaves, and increasingly on the Internet -- reaching interested audiences that number into the millions. A gift horse to exhibitors if ever there was one. Yet in my years of covering Medica and other trade shows as an accredited reporter, I have seen precious few Canadian press kits in any of those A-Z bins.

Why?

Perhaps it's just our Canadian fear of blowing our own horn too loudly. More likely, it's because Canuck company execs aren't aware of how massive the media gathering can be at a trade show nor how to take proper advantage of them.

Meanwhile, their foreign rivals gain competitive advantage.

So here's a primer of what you can do to prepare for the media the next time you are headed for a trade show. It isn't expensive and it isn't rocket science. But it does need some professional writing talent to execute it.

Prepare a press kit or more accurately a media kit (some journalists in the electronic media think "press" doesn't apply to them) containing at least these basic elements:

- a news release
- a "backgrounder" on your company and industry
- a case study featuring one of your happy clients
- a photo or graphic of your product or service
- a business card

That's it. Simple as that.

Copy those five elements into about a dozen company folders and take them to the press centre. Ask to see the "press chief". Tell him or her you're a newcomer to all this but you're hoping they'll help you expose your great new widget (that's what your news release should be all about) to as many media as possible. And I guarantee you the press chief will.

Check back into the press centre once or twice a day to see how the supply of your kits is holding out

in your bin. Run, don't walk, to the photocopier to make more if the kits are all gone.

And remember, you've got an imperative to produce a publicity-producing media kit that's even Biblical. We've all been told by the highest possible Authority, not to bury our talents.

Andy Shaw has over 30 years experience covering international sports, political, and business events. He can be reached at andyshaw@ca.inter.net.

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Ontario Celebrates Export Success

On May 11, 2004, Minister of Economic Development and Trade Joseph Cordiano joined representatives of the province's business community to honour the exporting achievements of Ontario's exporters.

Judges reviewed more than 300 nominations from across Ontario to select 59 successful businesses, business leaders and students who were regional award winners in Kitchener, Belleville, Brampton and Sault Ste. Marie this spring. All of the nominees for Ontario Global Traders Provincial Awards had received top honours at one of the four regional award ceremonies.

At the event, Cordiano said the government was committed to both putting Ontario back on the world stage and helping position Ontario companies front-and-centre in emerging markets. He also spoke about the need to innovate and commercialize products for export.

"Ontario's economic future relies on us being there first in new markets. Commitment to expanding our business ties globally, developing strong trade and investment opportunities - these are crucial steps to driving economic growth and job creation here in Ontario."

Exports support up to one million Ontario jobs. Annual exports of goods and services - valued at more than \$200 billion - account for almost half the province's GDP.

The Ontario Global Traders Awards are coordinated by Ontario Exports Inc., the Government of Ontario's export development agency, with support from their partners in trade: Export Development Canada; Deloitte; The Institute of Chartered Accountants of Ontario; CCC, the Canadian Commercial Corporation; PROFIT and Canadian Business magazines. Industry sponsors include RBC Financial Group, Team Northern Ontario and the National Quality Institute (NQI).

The 6th Annual Ontario Global Traders Provincial Award winners are:

Innovation:	Dspfactory Ltd.	Waterloo
Market Expansion - Service:	Redwood Custom Communications Inc.	Toronto
Market Expansion - Product:	Diamon Aircraft Industries Inc.	London
Partnership:	EcoTrans Technologies LLC CSX Transportation International Road & Rail Inc.	London Jacksonville, Florida London
Leadership:	Louis M. Papp	Windsor
Student:	Gustavo A. Galue	Niagara-on-the-Lake


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Calendar of Events

Fall

September 5 - October 1, 2004

Market Development Mission Japan, Korea

OEI is conducting a market development mission to Japan and Korea to research new business opportunities, gather market information and identify new contacts on behalf of Ontario companies.

While there, OEI will also meet with senior local government officials and initiate briefings with Canadian government officials in Japan and Korea.

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

September 6 - 10, 2004

Electra Mining Trade Show & Conference Johannesburg, Gauteng, South Africa

Ontario Exports Inc., in partnership with Ontario Ministry of Northern Development and Mines, and in co-operation with the Canadian Association of Mining Equipment and Services for Export (CAMESE), is participating in the Electra Mining trade show in Johannesburg, South Africa.

At the show, OEI will be showcasing Ontario companies in the mining equipment and 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.

The five-day program includes seminars, mine and industry tours, one-on-one meetings and a reception hosted by Canada and the provinces. Ontario companies are invited to buy a separate booth in the Canada Pavilion, or display posters and literature in the Ontario booth and/or be present in the booth.

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

September 7 - 11, 2004

ITU Telecom Asia 2004 Busan, Korea

In cooperation with Industry Canada and the Canadian Embassy in Seoul, Ontario Exports Inc. will

participate at ITU Telecom Asia 2004. This event is an opportunity for Ontario exporters to identify business leads in the region.

Join the Ontario Showcase at ITU Telecom Asia 2004 and evaluate new markets, assess the competition and investigate sales opportunities on-the-ground. Our consultants will be available to provide expert exporting advice throughout the mission, and will introduce you to local government officials and key business contacts.

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

September 12 - 15, 2004
Incoming Buyers from Ecuador
Toronto, Ontario

In partnership with the Canada-Ecuador Chamber of Commerce, Ontario Exports Inc. will host an incoming buyers mission from Ecuador to Toronto. Members of the group will include companies in the telecomm, forestry and mining sectors.

Contact: Maureen Angus, 416-325-9821, email maureen.angus@edt.gov.on.ca

September 13 - 15, 2004
Trade Mission to Zambia
Ndola, Zambia

In partnership with the Canadian High Commission, Ontario Exports Inc. is leading a mining mission to Zambia.

This mission, which will begin in Ndola and will travel to Kitwe, is an opportunity for Ontario exporters to identify business leads in the mining equipment and services sector.

Participants will gain valuable market information, explore potential partnerships, learn more about business clients, gain insights into new markets, network and meet with key clients.

The three-day program will include mine tours, meetings and networking receptions at the Konkola Copper Mine and Bwana Mkubwa Mine. One-on-one meetings for Canadian mission members will also be accommodated.

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

September 13 - 30, 2004
Market Development Mission
Kazakhstan; Russia

OEI will be conducting a market development mission to Kazakhstan and Russia to research new business opportunities, identify new projects and represent Ontario's business interests.

The market development mission is planned in conjunction with Mining World Central Asia 2004, the largest international mining trade show in Almaty, Kazakhstan.

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

September 14 - 18, 2004
Mining World Central Asia 2004
Almaty, Kazakhstan

Ontario Exports Inc. and the Canadian Association of Mining Equipment and Services for Export (CAMESE) are participating in Mining World Central Asia 2004 in Kazakhstan. OEI will be showcasing Ontario companies in the mining equipment and services sector.

Mining World Central Asia exhibitions have become the true forum for mining and metallurgy experts, equipment producers and suppliers, representatives of mining industry for Central Asia and more than 26 countries.

The trade show is aimed to promote this sector, reveal the regional potential and introduce the latest developments to the mining and exploration sectors. The event provides great opportunities for establishing new and further developing existing business contacts, and entering new markets.

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

September 20 - 22, 2004
Brownfields 2004 Conference
St. Louis, Missouri, United States

Ontario Exports Inc. will build on the success of recent brownfields redevelopment trade activities in the United States by participating with Ontario environmental companies at Brownfields 2004 in St. Louis, Missouri.

Co-sponsored by the United States Environmental Protection Agency (EPA) and the International City/County Management Association (ICMA), the National Brownfields Conference is an annual event on brownfields clean-up and re-development. Thousands of stakeholders interested in all aspects of brownfields assessment, clean-up, and reuse participate. The conference features interactive discussions, educational presentations, and networking opportunities with business, government, and non-profit organizations working at the enterprising edge of brownfield re-development. Last year's event in Portland, Oregon was the largest ever, with more than 4200 attendees.

Ontario Exports Inc. plans to facilitate complimentary business-to-business networking activities and meetings during this conference. For additional details about this event, please visit the conference web site: www.brownfields2004.org.

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

September 26, 2004
Market Development Mission
Santiago, Chile; Sao Paulo, Brazil; Buenos Aires, Argentina

Ontario Export Inc. will be conducting a market development mission to Chile, Brazil and Argentina. During the mission, an OEI international marketing consultant will research new projects, gather market information and meet with buyers.

While there, the consultant will also meet with senior government officials of the host countries, localized Canadian government officials and work with OEI in-market consultants.

Contact: Maureen Angus, 416-325-9821, email maureen.angus@edt.gov.on.ca

September 27, 2004
International Photonics Forum, Feature Country - Germany
Ottawa, Ontario

The International Photonics Forum is a one-day business seminar featuring the German photonics industry. This event is part of Photonics North's annual International Photonics Conference and Trade show which attracts the photonics, optoelectronics and optics industries and other interested organizations.

Proposed topics of the forum include: Doing Business in Germany; Canada-Germany photonics research collaboration; business partnerships; and photonics investment opportunities in Canada and Germany. Panel discussions will focus on state of the photonics industry in Europe and North America and collaborative opportunities for the photonics sector in the automotive industry.

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

September 28 - 29, 2004
Photonics North
Ottawa, Ontario

Photonics North 2004 (PN04) is an annual International Photonics Conference and Trade Show focused on business and technology innovations in optics and photonics. PN04 is a must event for the Photonics, Optoelectronics and Optics industries. This year's event is expected to attract 1,500 registrants, 200 speakers and 150 tradeshow exhibitors. The conference will provide an excellent opportunity to network and showcase company products and services to the world-wide photonics market, in particular to the Canadian, North American, Asian and European players. Ontario Exports Inc. is exhibiting in the trade show to promote the Ontario photonics industry to international delegates. OEI is also participating in the International Photonics Forum, a special event of Photonics North 2004 on Sept. 27, 2004.

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

September 28 - 30, 2004
Bio Japan 2004
Tokyo, Japan

In cooperation with the Canadian Embassy in Tokyo, Ontario Exports Inc. will participate at Bio Japan 2004. This event will focus on Biotechnology business opportunities in Japan. Participants will gain valuable market information, make business contacts and gain insights into new markets.

Join an OEI mission to research new markets worldwide, assess the competition and investigate opportunities on-the-ground. Our consultants will be available to provide expert exporting advice throughout the mission, and will introduce you to local government officials and key business contacts.

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

October 4, 2004
Canada-Ontario Export Forum (COEF) Info Fair
Toronto, Ontario

The second annual COEF Partner-to-Partner Info Fair is a one-day networking event. The fair will allow COEF members the opportunity to promote their export programs and services to key partner organizations that assist businesses in their exporting activities. Audience participation will include: COEF partner organizations and their staff; federal and provincial ministry trade officers and field staff; Community Futures Development Corporation (CFDC) representatives; municipal and regional economic development officers and staff from other relevant partner organizations. It is anticipated that over 150 government and other key partner representatives will attend this event.

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

October 3 - 7, 2004
GITEX 2004
Dubai, United Arab Emirates

OEI has partnered with the Canadian Consulate in Dubai to host and staff a national stand at GITEX 2004 in Dubai. GITEX is the region's premier IT exhibition, and this year it is expected to feature the participation of more than 1,600 companies representing more than 37 countries. With a solid mix of local, regional and international IT product and service providers, the exhibition also serves as the key launch pad for new technologies and product launches in the region.

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

October 11 - 14, 2004
National Business Aviation Association (NBAA) 2004
Las Vegas, NV, United States

The NBAA is the business aviation industry's largest and most efficient annual gathering of buyers and sellers. It is the principal annual opportunity to do direct, side-by-side comparisons of nearly every product and service available to company flight departments. It is also the industry's leading venue for new product announcements and introductions.

Ontario Exports Inc. will have an exhibit at NBAA promoting Ontario as an excellent source of products and services as well as an excellent location for growth and expansion in the aviation industry.

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

October 18 - 19, 2004
Rural Ontario 2004 Annual Conference
London, Ontario

The Ontario Rural Council (TORC) hosts an annual conference that provides a vehicle to bring rural and urban communities together for two days of networking and sharing of best practices. Two hundred and thirty registrants attended the 2003 conference including government, industry and association representatives. The conference provides an opportunity to build awareness of the programs and services offered through Ontario Exports Inc. to assist companies to export, and it also provides an opportunity for rural and urban communities to be better positioned to assist their clients in developing their export activities.

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

October 19 - 20, 2004
Achieving Procurement and Contracting Excellence through Partnership
Chicago, Illinois, United States

This free conference will be of interest to Ontario healthcare companies that wish to sell their products and services to the U.S. Veteran's Association (VA). The VA does approximately \$2 billion (U.S.) in contracting annually and there are excellent opportunities in this market for Ontario companies.

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

October 17 - 23, 2004
Building and Construction Products Trade Mission to Mexico
Mexico City and Guadalajara, Mexico

This mission is an opportunity for Ontario exporters to identify business leads in the building products and construction sector of Mexico.

The mission will visit Expo CIHAC held in Mexico City, the largest trade show of its type in Latin America. A technical seminar to promote the delegates' products will also be organized in Mexico city, as well as meetings with potential clients and representatives and distributors of products.

The mission will also visit Guadalajara where delegates will have the opportunity to participate in a seminar where they can present and demonstrate their products and services. Our consultants will be available to provide expert exporting advice throughout the mission, and will introduce you to key business contacts.

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

October 21 - 24, 2004
Ontario Showcase at SMAU
Milan, Italy

Ontario Exports Inc., in partnership with the Canadian Consulate General is participating in SMAU, Milan. SMAU is Italy's leading information and communications technologies meeting place. Last year SMAU hosted over 380,000 visitors and 1,200 exhibitors of which 260 were foreign participants.

At the show, OEI is showcasing small and medium-sized Ontario companies in the information and communications technologies sector. The Ontario Showcase is in an excellent location within the Canada pavilion.

Participants in the Ontario Showcase at SMAU will have the opportunity to find out what's new in their established market sectors, assess the competition, learn about new global markets, and network with potential business partners. Ontario Showcase participants will have the additional benefit of pre-arranged meetings with potential business partners.

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

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Appointments

Karen Paquin

Karen joined OEI in July 2004 as the research and planning officer. Originally from Winnipeg, she moved to Ontario in 2002 and began her career with the Government of Ontario as a policy analyst at the Women's Directorate, Ministry of Citizenship.

Karen also brings to OEI her experience as a policy analyst for the Government of Manitoba and researcher at Heartland Associates, a publishing firm in Winnipeg.

She is currently working towards her MA in political studies (international relations) at the University of Manitoba.

Bisa Saleh

Bisa has been appointed administrative assistant for International Markets. She has a variety of experience prior to joining OEI, including: research assistant, Institute for International Politics and Economy; executive secretary for MICC Properties Inc.; senior secretary, University of Toronto; and secretary to the dean, University of Toronto.

Bisa has a Masters degree for the University of Belgrade and earned a two year scholarship as a research fellow at the London School of Economics.

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