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Ontario's Export News



Winter 2005

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FEATURE ARTICLE

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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 Colleges Partnership Wins Contract To Bring Educational Reform To Zanzibar

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Emerging markets hold lots of promise for Ontario exporters who are willing to devote the time, money and energy to understanding the unique needs of developing countries.

When Ottawa-based Canadian Technical and Vocational Group (CTVG) was launched in 1993, it was with a very clear mandate - meet the growing demand for vocation and education consulting services for education system reform in developing countries.

CTVG is a partnership between Ontario's Algonquin, Conestoga and Humber Colleges and Hickling International Ltd., of Ottawa.

For CTVG, a key to penetrating this potentially lucrative niche market was a strategy to gain the confidence of International Financial Institutions (IFIs) who supply the financing for the majority of education reform projects in emerging markets.

It's a long-term formula for success that is beginning to pay dividends. CTVG recently won a two-year consulting services contract for the US\$525,000 Alternative Learning and Skills Development Project in Zanzibar.

The island state of Zanzibar off the east coast of Africa is part of the United Republic of Tanzania, but enjoys its own semi-autonomous government for its population of approximately 800,000 citizens.

Six CTVG employees are working onsite in Zanzibar on this development phase contract. But this could lead to a further larger project, employing more Ontario college expertise, if CTVG is successful in winning a piece of the implementation phase to follow.

CTVG was one of seven international firms invited to bid by the Government of Zanzibar. "Our consulting service proposal had the highest price tag, but was superior technically," said Peter Loan, a Principal with Hickling, which acts as the managing and marketing partner for CTVG. "We listened very carefully to what the client wanted and took their advice on how to structure our proposal."

The Zanzibar contract is funded by the African Development Bank and follows on significant wins by CTVG for other IFI-financed projects in the Maldives (by the Asian Development Bank) and Barbados (by the World Bank).

"The CTVG partnership is a unique arrangement that marshals the educational expertise of the three Ontario colleges and the operational and management skills of Hickling to direct our marketing efforts at clients who are financing education and training reform initiatives through IFIs," stated Loan.

He said the Zanzibar win further enhances CTVG's credibility and reputation with regional development banks. "It is important to show consistency of approach and devote the time and effort for the higher visibility necessary to become a trusted supplier of these services."

As part of the process, CTVG has resources dedicated to maintaining a client base and pursuing potential opportunities. "In this regard, we get some help in the form of potential leads and other marketing support services from Ontario Exports Inc. (OEI), the export development agency of the Ontario government," said Loan.

Sharing his recipe for successful dealing with emerging markets, Loan stressed these major ingredients.

"You must have expertise on staff and a commitment to the market. Then you have to devote enough money and enough time to invest in developing market opportunities. That means getting out and meeting clients on their own turf so you can begin to establish relationships."

OEI provides a range of services and products to Ontario companies looking to export for the first time and those enterprises expanding into new global markets. These include the New Exporters to Border States (NEBS) program, export education, one-on-one consulting, market information, workshops, market contacts and export literature.

To find out more about how OEI's services can help small and medium-sized companies with their export strategies, visit the OEI Website at www.ontarioexportsinc.com or call (416) 314-8200 or toll-free in Ontario at 1-877-468-7233.

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Debbie's Helpful Export Hints

Making a mark on the EU CE-marking

by Debbie Walker

Turn over your computer keyboard or take a peek at the bottom of your phone and you'll probably find the letters "CE" printed there. The letters certify that the product meets all essential health, safety and environmental requirements of the European Union (EU).

If you're going to export to the EU, chances are good that your product will need to carry those letters too. More than half of all exports from Canada to the European Union require CE-marking. The products affected include machinery, electric and electronic products, pressure equipment, medical equipment and toys.

"When businesses tell me they are thinking about expanding to the EU, I tell them that they absolutely must find out whether their product needs the CE mark," said Laura Vasarais, International Marketing Consultant at Ontario Exports Inc. (OEI) for Northern Europe.

Vasarais is one of our team of consultants who offer a full spectrum of programs and services to new and potential exporters including one-on-one consulting, market information, export skills training and participation in trade missions and internationally recognized trade shows.

The European health, safety and environmental requirements that the CE mark attests to are better known as "directives". To find out which, if any, directives apply to your product, visit www.newapproach.org/Directives/DirectiveList.asp, a Website developed by the three European Standards Organisations (CEN, CENELEC and ETSI) together with both the European Commission and the European Free Trade Association (EFTA).

Bear in mind that the directives are constantly changing. "Exporters need to stay informed to make sure their product stays in compliance," said Roger Leclerc, Operations Manager for O-Two Systems International Inc., a manufacturer of oxygen therapy and resuscitation equipment.

The Mississauga-based company has been exporting its medical devices to Europe since CE marking became mandatory more than five years ago. During that time, Leclerc has watched the regulatory environment evolve. "Directives are changing all the time. If you don't keep abreast of the changes, you can ship a product and suddenly find it's delayed or doesn't reach your customer at all because it's missing a label or the supporting documentation," Leclerc said.

One way for a manufacturer to stay on top of these changes is to sign up for an email service called ExportAlert! with the Standards Council of Canada (www.scc.ca). The service advises subscribers of changes to the directives that could affect their product.

Products that require CE marking fall into two broad categories: products that are "self-certified", meaning that the manufacturer can affix the CE label themselves, and products that need to be tested and certified by a "Notified Body", recognized by the E.U. The higher the risk to health and safety posed by your product, the more likely it will need to be certified by a notified body.

Most products that require the CE mark fall into the self-declaration category, but Tom Kung, Manager of the Canadian Standards Association International (CSA International) Assistance to Exporters Division, cautioned that even self-certified products need to be accompanied by a declaration which certifies that they comply with the applicable directives.

CSA International (www.csa-international.org) provides testing and certification services for electrical mechanical, plumbing, gas and a variety of other products. Working through its network of partner agencies in Europe, the CSA can also help Canadian manufacturers obtain certification by a notified body.

Like CSA International, TUV Rheinland of North America (www.us.tuv.com) is a testing and certification agency. Dr. Steven Kraemer, senior engineer with TUV, recommends that companies who don't know how to comply with CE-marking requirements should contact one of the many consultants, test labs and testing and certification agencies who specialize in this area.

If making your mark on the EU sounds a little daunting, it might help to keep in mind that in the past, member countries each had their own national regulations. Now your product only has to comply with one set of laws and regulations for the entire European Union. Once your product is certified you can "make your mark" in any of the 25 EU countries.

In fact, having the CE mark can offer your product a competitive advantage even in countries where certification is not required because it lets buyers know that your product meets the highest safety and environmental standards.

If you are thinking about exporting to the EU, our International Marketing Consultants can help. You can reach Ontario Exports Inc. toll-free at 1-877-468-7233 or at 416-314-8200 from within the GTA.

Bon voyage!

(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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Ontario Exports Inc. Consultant Mines Opportunity in Kazakhstan

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"Kazakhstan's economy is growing and so are opportunities for Ontario exporters," said Vitaly Paroshyn, Ontario Exports Inc.'s (OEI) International Marketing Consultant for Central and Eastern Europe.

After stepping into the international marketing consultant's role last May, Paroshyn wasted no time in discovering that Ontario's strong mining equipment and services sector was a good match for expanding industry needs in Kazakhstan, a country which claims deep reserves of minerals and metals.

With those opportunities in mind, Paroshyn organized and led the first Ontario Exports Inc. mission to Kazakhstan in September of last year. Five Ontario suppliers of mining equipment and services joined him at Mining World Central Asia 2004 held in Almaty, Kazakhstan's largest city. Two more Ontario companies attended the trade show as independent exhibitors.

One of the companies on the mission was Phoenix Geophysics, a manufacturer of geophysical electroprospecting equipment. Although the company is an experienced exporter, Phoenix Geophysics had not considered exporting to Kazakhstan until Paroshyn approached them about joining the OEI mission.

"Vitaly made a good case for joining the mission. Our Canadian competitors were doing business there, so we knew there was a demand for our equipment," said Alex Ingerov, Phoenix Geophysics' Vice-President, who represented the company in Almaty.

The mission also included a networking event organized in partnership with the Canadian Embassy, where the Ontario delegation promoted their products and technologies to more than 20 Kazakh mining companies.

Ingerov made some good contacts at the networking event. "Our clients in Canada are oil and mining companies, universities and research centres," he said. "We found that Kazakhstan has a lot of excellent prospects from the same sectors."

Phoenix Geophysics plans to follow up on those leads when an incoming mining delegation from Kazakhstan arrives in Toronto in March 2005. The delegation, to be hosted by OEI in partnership with the Canadian Embassy in Almaty and the Canadian Association of Mining Equipment and Services for Export (CAMESE), will be attending the 2005 Prospectors and Developers Association of Canada (PDAC) Convention.

"We're going to intensify discussions with potential buyers at PDAC," Ingerov said. "Our future business plans definitely include Kazakhstan."

For his part, Paroshyn wants to see more Ontario companies become successful in Kazakhstan. That's why he is organizing a second trade mission to Kazakhstan this fall in conjunction with the AgroProdExpo 2005, an agricultural trade show to be held in the city of Astana. The mission will be of interest to Ontario manufacturers of agricultural machinery and equipment.

The international marketing consultant cautioned that for all of the export opportunities in Kazakhstan,

it is a "tough market" and companies interested in exporting to the country must exercise due diligence and meticulously plan their market access strategies. He stresses that Kazakhstan demands commitment from exporters who should expect to grapple with the bureaucracy and be prepared to travel frequently to the region.

Paroshyn is used to helping clients do business overseas. He has extensive experience in international banking and trade finance and his clients at OEI stand to benefit from that experience. "Finance is an integral issue in any trade transaction," he explained. "You need to be able to help people understand the financial risks involved and plan for them."

Companies interested in exporting to Central and Eastern Europe can reach Vitaly toll-free at 1-877-468-7233 or by email at vitaly.paroshyn@edt.gov.on.ca

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More to OGTA than Awards Ceremony

Export Forums an opportunity to hear "first-hand" from export experts

The Ontario Global Traders Awards (OGTA) celebrate the achievements of Ontario's export leaders. Less well known is that the regional awards ceremonies are held in conjunction with half-day Export Forums that help lay the groundwork for the export leaders of the future.

In a series of panel and roundtable discussions, participants in the OGTA Export Forum learn some of the secrets of export success from their peers.

"One of the best ways for small and medium-sized enterprises to learn about exporting is to hear first-hand from people who have been successful at it," said Debbie Walker, Director of Community Export Development for Ontario Exports Inc. "The OGTA Export Forums give new exporters that opportunity."

Participants in this year's Export Forums - to be held in Windsor (April 7), Ajax (April 14) and Cornwall (April 21) - will have roundtable access to representatives of companies who export to China, the Middle East, India, Latin America and Mexico. Panel discussions will feature private and public sector experts on U.S. border issues, export financing and organizational excellence. Even experienced exporters stand to benefit from attending.

"Business people who attend the Export Forum learn how to avoid some of the pitfalls of exporting," said Fred Sheehy, OEI International Marketing Consultant for Mexico, Central America and the Caribbean. "That kind of information is crucial to becoming a future export success story."

Sheehy and other OEI international marketing consultants will be on-hand for consultation throughout the Export Forums and at the lunch and awards ceremony that follow.

In the North, this year's OGTA awards ceremony is being held in conjunction with Grow your Business 2005, a conference hosted jointly by Canadian Manufacturers & Exporters and Ontario Exports Inc. on April 26 and 27 in Thunder Bay. Like the Export Forums, Grow Your Business 2005 focuses on preparing companies for international export success. To register for the conference visit the Canadian Manufacturers & Exporters Website at www.cem-emc.ca.

To attend one of this year's Export Forums, visit www.ontarioglobaltraders.com, select your region from the menu and click on the registration button. Or contact OGTA Program Coordinator Leslie Lai for a registration form. Leslie can be reached toll-free at 1-877-468-7233 or by email at leslie.lai@edt.gov.on.ca. The cost of the day's events including breakfast, lunch, export forum and awards ceremony is \$95.

The OGTA Export Forums are part of a series of forums, roundtables and seminars hosted by Ontario Exports Inc. throughout the year. These events are designed to help new exporters expand their markets to the U.S. and overseas. View the Ontario Exports Inc. Calendar of Events at www.ontarioexportsinc.com.

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COOLBLOX™ Toys With Web-based Export Business

When Johnson Kong went searching for the missing cushions from his sofa and chairs one day three years ago and found his kids building a cushioned fort to jump through, an idea was born that blossomed into a highly-acclaimed new building block toy called COOLBLOX™.

Made of zote foam, COOLBLOX takes the classic building blocks concept and produces a product that is soft, lightweight and safe and helps develop and strengthen motor skills through its patented groove fastening system.

"We're now selling the product to major national e-retailers, including Toys 'R' Us, and school supplier catalogue houses, with more than 95 per cent of the units going to the U.S.," reported Kong, who is now vice president of the Thornhill, Ontario-based company.

Since the product was launched at the Canadian Toy Show in January 2003, COOLBLOX has gathered an impressive list of awards that have given the toy instant credibility for any age over four years old.

Among the awards is Dr. Toy's Ten Best Toys; Dr. Toy's 100 Best Children's Product Award; iParenting Media "HOT" Award; the Oppenheim Toy Portfolio "Best Toy" Gold Award; and the National Parenting Centre Seal of Approval.

Added to these endorsements was an enthusiastic review by Dr. Janie Humphries, professor of family and child studies at Louisiana Tech's School of Human Ecology, whose reviews of new toys are followed closely by the industry.

"When we first exhibited COOLBLOX in Canada and then at the huge New York toy show we kept expecting to find someone else already had this idea for a safe building block toy," explained company president, Wayne Levy. "But to our surprise - and relief - no one else had such a product. Six months later we were shipping to our e-retailers."

In 2004, the company launched a follow-up product, COOLBLOX mini™, featuring a miniature size COOLBLOX kit in a handy carrying bag. "It's the perfect way to keep children occupied on long journeys and a host of other occasions when you want them occupied," said Kong.

Both COOLBLOX kits have also been featured and reviewed by a host of U.S. media, including Popular Mechanics, Newsday, Bloomberg TV and the Wall Street Journal. "This has certainly helped bring us much-needed publicity not only in the U.S., but also from around the globe," said Kong.

He can back that up through dissecting the 600,000-plus hits to the COOLBLOX website over the past year, and through follow-up with the e-retailers carrying the product. "We're now featured on Chinese and Japanese websites and we've also tracked quite a few sales to European buyers," added Levy.

The company is in discussion to expand to the U.K. and Germany as stepping-stones to the huge European market. Kong said that the ongoing assistance of Ontario Exports Inc. (OEI) has been of help in this exercise. "Through Laurie D'Souza, OEI's international marketing consultant, we are getting the contacts to open the door to these markets," said Kong, adding:

"Although we are a small player, Laurie has helped us level the playing field through her expertise and contacts."

OEI is the export development agency of the Ontario government, providing a range of services and products to Ontario companies looking to export for the first time and those enterprises expanding into new global markets. These include the New Exporters to Border States (NEBS) program, export education, one-on-one consulting, market information, workshops, market contacts and export literature.

To find out more about how OEI's services can help small and medium-sized companies with their export strategies, visit the OEI Website at www.ontarioexportsinc.com or call (416) 314-8200 or toll-free in Ontario at 1-877-468-7233.

Levy added: "We're now poised for the next step towards increasing our global penetration, looking to partner with other companies or individuals to grow our business even faster."

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Calendar of Events

Ontario Exports Inc.'s team of international marketing consultants and their partners in trade assist Ontario firms to become new exporters or expand into new markets by organizing trade missions, hosting seminars and buyers delegations, and offering one-on-one counselling.

March 3 - 20, 2005 **Market Development** **Tunisia, Ghana and Gambia**

Meetings are scheduled with the African Development Bank in Tunis, Tunisia to discuss export opportunities they are financing and to solicit their participation in OEI events scheduled for 2005-2006. Meetings with Ghanaian and Gambian government agencies responsible for projects involving the procurement of goods and services on behalf of Ontario suppliers will also take place in Accra and Banjul.

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

March 10-16, 2005 **CeBIT 2005** **Hanover, Germany**

Established in 1986, CeBIT is the most widely known ICT trade fair worldwide, covering the entire spectrum of information technology, telecommunications, software and services. Each individual display category at CeBIT can be regarded as a leading trade show in its own right.

CeBIT 2004 attracted 6,411 exhibitors and approximately 510,000 visitors (47 per cent of exhibitors and 25 per cent of visitors from abroad). Visit www.cebit.de or www.hf-canada.com for more information.

CeBIT offers unparalleled access to the global ICT marketplace and allows Ontario ICT companies and service providers to tap into new market opportunities in the European Union (a market of 450 million people), Asia, the Middle East, and the Americas.

At CeBIT 2005, Ontario Exports Inc. will organize an Ontario Pavilion in the Software and Services hall and consider a small presence, subject to interest from the Ontario telecommunication industry, within the Canadian Telecommunications Pavilion.

Ontario co-exhibitors will benefit from cost-effective display space, with shared amenities and value-added services. An Ontario reception will be hosted by the Ontario International Marketing Centre, Munich.

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

March 16-17, 2005

New Exporters to Border States (NEBS) Mission to Buffalo Buffalo, New York

This practical program, operated by Ontario Exports Inc. in co-operation with the Canadian Consulate in Buffalo, introduces companies to the basics of exporting to the United States. Of interest to new and experienced exporters alike, this program is ideal for small and medium-sized Ontario manufacturers or service firms. Over two days based at a U.S. entry point, participants learn about export pricing, customs procedures, banking and legal issues, export financing and insurance, new market opportunities, and much more.

This well-established, proven OEI program provides new and potential exporters from Ontario 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, email ken.campbell@edt.gov.on.ca

March 28-April 1, 2005

Advanced Security Trade Mission Orlando, Florida

OEI is leading an IT Advanced Security trade mission to the Defense and Security Symposium 2005 in Orlando, Florida. The symposium is expected to attract about 350 exhibitors and 5,200 participants. (<http://spie.org/conferences/calls/05/dss/>). This mission, implemented in cooperation with OCRI Global Marketing, serves as the follow up to the CATA study on Canada's Advanced Security Industry sector. Participants will gain valuable market information, make business contacts and explore potential partnerships. The mission is open to six companies and offers the following benefits:

- Exhibition at the 20" x 20" Ontario Pavilion. Includes one Internet connection per company.
- Inclusion of your company in our Delegates' Directory, distributed at the reception and trade show.
- Assistance identifying prospects in the region, including up-to-date lists of Value Added Resellers (VARs).
- Participation in our Ontario-Ottawa Business Reception - we will invite VARs, distributors and agents.
- Attendance at our market briefing - learn what's going on in the region from key influencers.
- Site visits and group meetings with a major system integrator in Florida who may be interested in your technology!

OEI missions are a valuable way for Ontario exporters to evaluate first-hand future trends in their established markets, research new markets around the world, assess the competition and investigate sales leads on-the-ground. Our export consultants are available to provide advice throughout the mission and will introduce business representatives to key government officials and local business contacts.

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

March 30, 2005

Virtual New Exporters to Border States (NEBS) Mission Cornwall, Kingston and Ottawa

This 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. Of interest to new and experienced exporters, this program is ideal for small and medium-sized Ontario manufacturers or service firms. Participants learn about export pricing, customs procedures, banking and legal issues.

The Virtual NEBS program will be video conferenced from Buffalo to locations in Cornwall, Kingston and Ottawa.

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

April 7, 2005

**Virtual Trade Seminar, Advanced Manufacturing in Mexico
Windsor, Ontario and Monterrey, Mexico**

In recognition of the growing opportunities presented by the Mexican market, Ontario Exports Inc. and International Trade Canada (Canadian Consulate General in Monterrey and the Ontario Regional Office) in association with the Canadian Association of Moldmakers (CAMM) invite you to participate in a virtual trade mission in preparation for the planned trade mission to Monterrey and Mexico City in June.

Mexico offers excellent opportunities for Canadian manufacturers selling to the automotive sector. It is the world's ninth-largest producer of vehicles; sixth leading exporter of automobiles and auto-parts in the world; third foreign supplier for the U.S., Canadian and Japanese automotive industries; and the second most important supplier of auto parts to the U.S. Estimated vehicle production in 2003 was 1.9 million (cars, truck and buses). Twenty-three percent of imports from Canada are automotive-related and 13 per cent account for motor vehicle auto parts and accessories.

The virtual trade mission will include presentations by industry experts in the Monterrey area regarding opportunities in the region (with a highlight on the automotive and plastics sector); the future of the advanced manufacturing sector in Mexico; and the legal aspects of doing business there. The June mission will be tailored to the interests of Canadian companies who are seeking to enter the Mexican market and who wish to identify representation and/or distribution. The trade mission will give your company the opportunity to explore the market and meet with representatives, distributors, tier one and tier two suppliers, and tour manufacturing plants.

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

April 7 - May 16, 2005

**Ontario Global Traders Awards, Regional and Provincial Ceremonies
Windsor, Ajax, Cornwall, Thunder Bay and Toronto**

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

First introduced in 1998 by Ontario Exports Inc., these are the first and only awards that recognize the outstanding export achievements of the most innovative and successful small and medium-sized enterprises, leaders and students in Ontario.

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.

April 7 - Southwest Region Ceremony, Windsor

April 14 - Central Region Ceremony, Ajax

April 21 - Eastern Region Ceremony, Cornwall

April 27 - Northern Region Ceremony, Thunder Bay

May 16 - Provincial Ceremony, Toronto

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

If you're with an Ontario-based company or Ontario consortium already exporting to the above markets, or you're interested in expanding to these markets, please contact Ontario Exports Inc. by phone at 1-877-468-7233 (toll free in Ontario), 416-314-8200 or by email at trade.officer@edt.gov.on.ca.

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Ontario Exports Inc. Welcomes New President and CEO

In January 2005, **Robin Garrett** was appointed Assistant Deputy Minister of the recently merged Trade and Investment Division of the Ministry of Economic Development and Trade. She also holds the position of President and CEO, Ontario Exports Inc. (OEI), whose mandate is to help small and medium-sized Ontario firms begin exporting and to help experienced exporters expand their markets.

Prior to joining the Ontario government, Robin spent more than 16 years in association management. Most recently, Robin was Vice President, Member Services & Communications for the Food and Consumer Products of Canada (FCPC) where she was responsible for delivering value-added services such as events and benchmarking research through the association's Education Centre and issue monitoring and trend analysis through its Knowledge Centre. In addition, she was responsible for managing the association's communications activities and was team leader of FCPC's Healthy Active Living initiative.

At the Canadian Restaurant and Foodservices Association (CRFA), Robin was Director of Research and Communications. In addition to her responsibilities for the overall management of the association's communications, Robin created and managed CRFA's industry information, facts, research and statistics including a forecast of industry sales and future trends.

After holding various positions at the House of Commons, including the Prime Minister's Office, Robin began her public affairs career as a research consultant with Public Affairs International (now known as Hill & Knowlton). She is a graduate of Carleton University.

With Robin's appointment, **Roy Norton** returns to his position as Executive Director of International Relations and Chief of Protocol in the Ministry of Intergovernmental Affairs. Roy was acting President and CEO of Ontario Exports Inc. from September 2003- January 2005.

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7th ANNUAL ONTARIO GLOBAL TRADERS AWARDS & EXPORT FORUM



CALENDAR OF EVENTS

International and domestic
trade activities for exporters

GLOBAL TRADERS AWARDS

Recognizing companies and
individuals' exporting success

GETTING READY TO EXPORT

A comprehensive and practical
export guide for all exporters

VIRTUAL TRADE MISSION

Technology connecting Ontario
sellers with international buyers



QMS Registered to the
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SOUTHWEST REGION - WINDSOR

April 7, 2005 - COMPLETED

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CENTRAL REGION - AJAX

April 14, 2005 - COMPLETED

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EASTERN REGION - CORNWALL

April 21, 2005 - COMPLETED

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NORTHERN REGION - THUNDER BAY

April 27, 2005 - COMPLETED

[Click here for Thunder Bay News Releases](#)

PROVINCIAL CEREMONY

May 16, 2005 - COMPLETED
York Event Theatre, Toronto

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