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Ontario's Export News



Spring 2005

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By Debbie Walker, Ontario Exports Inc.

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FEATURE ARTICLE

Export Award Winners Make The Connection

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E-bulletin - Ontario's Export News

Produced by:

**Ontario Exports Inc.
56 Wellesley Street West, 7th Floor
Toronto Ontario Canada M7A 2E4**

Please forward comments about this e-bulletin to: **whitney.miller@edt.gov.on.ca**.

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

Ontario Exports Inc. can be reached toll-free in Ontario at 1-877-46TRADE (8-7233).

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

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Brownfields Promise Green Pastures for Ontario Environmental Engineering Company

Brownfields cleanup is becoming big business in the U.S. and Canada and an Ontario environmental engineering company is taking full advantage of opportunities on both sides of the border.

Brownfields are the legacy of a century of industrialization - abandoned, idle or underutilized properties where environmental contamination interferes with redevelopment.

In the February 2005 budget, Prime Minister Paul Martin announced \$300 million for green municipal projects, half of which will be targeted for brownfields cleanup. Also in February, U.S. President George Bush called for a \$46.9 million increase in the Brownfields Program in his country.

As specialists in groundwater purification, London, Ontario's Purifics ES Inc. is ideally positioned to capture a share of this growing environmental sector.

Purifics President Brian Butters explained that the contamination at a brownfield site normally starts at or near the surface of the soil. As the years pass, the chemicals seep down into the water table, ending up in lakes, rivers and the ocean. Purifics' expertise lies in purifying contaminated groundwater to the point where it meets or exceeds drinking water standards.

Although the company has only eight employees, Purifics works on large, complex cleanup projects in Canada, the U.S., the Middle East and Latin America. Butters, a mechanical engineer, said that the company's intellectual capital is the key to its success. "We are a knowledge-based business. We don't cut and weld. We procure, we design, we assemble, we ship and we test. We know how to take the customer's problem and make it less serious. We reduce risk, anxiety, cost and exposure. That's our competitive advantage."

Butters said being a Canadian company in the U.S. market has not been a barrier to doing business there. In fact, the first contract Purifics landed after the company incorporated in 1994 was in Texas, working on the cleanup of a former crude oil refinery site. The company has built on the success of that first project and today the bulk of Purifics' business is done in the U.S.

Companies in Ontario's thriving environmental sector have excellent export potential, according to Trevor McPherson, an international marketing consultant with Ontario Exports Inc., the export development agency of the Government of Ontario. "In Canada, studies have shown that we have as many as 30,000 brownfield sites and there are somewhere between 500,000 and one million brownfields in the U.S. The cost of restoring these sites could be as high as \$650 billion. That represents huge opportunities for Ontario companies."

To take advantage of those opportunities, McPherson arranged for Purifics and six other Ontario companies in the environmental products and services sector to exhibit at the annual Brownfields Conference organized by the U.S. Environmental Protection Agency and the International City County Management Association.

Last year, more than 4,000 people attended the annual event and Ontario companies were front and centre. Ontario Exports Inc. secured a great location for us. We were the second booth after you entered the show," Butters said.

McPherson said that shows like the one in St. Louis are an excellent opportunity for companies to gather market intelligence and meet prospective clients with interest in their area of speciality.

Ontario Exports Inc. also arranged for the companies to continue prospecting after show hours at a dinner with senior-level U.S government officials and prospective private-sector clients. "The dinner Ontario Exports organized was a great networking opportunity away from the hustle and bustle of the show. We really had a chance to develop a rapport with people," Butters said.

Ontario Exports Inc. (www.ontarioexportsinc.com) offers a full spectrum of programs and services to new and experienced exporters including participation in trade missions and in internationally recognized trade shows (like Brownfields 2004), one-on-one consulting, market information and export skills training.

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Debbie's Helpful Export Hints

Trade Shows: Think Globally, Act Locally

by Debbie Walker

According to the Global Association of the Exhibition Industry, trade fairs have been a staple of trade since 1000 B.C. when caravans of merchants converged on cities in Egypt, Syria, Palestine and Mesopotamia during religious festivals.

Trade fairs are no less important today, despite the emergence of high-speed, electronic communications. An exporter working a trade show can often meet more potential customers in a couple of days than by using other sales techniques the rest of the year.

Making the most of this exceptional business opportunity requires advance research, planning and preparation, and Ontario Exports Inc.'s International Marketing Consultants can help. They have reliable, up-to-date information on market opportunities and strategies for doing business in foreign markets.

One of the ways the international marketing consultants share their expertise is through export seminars delivered around the province. These seminars feature presentations from specialists on market conditions in the target country.

OEI also offers Virtual Trade Missions (VTMs) which allow companies to connect with potential business partners, market experts and government representatives worldwide through videoconferencing and Internet technology. Companies that participate in a VTM maximize their trade show experience by identifying key business contacts and arranging meetings in advance.

After preparing for the show at home in Ontario, OEI client companies are ready to hit the trade show floor running. Last year, the international marketing consultants at Ontario Exports Inc. introduced Ontario companies to business opportunities at 43 trade shows around the world. Companies had the opportunity to showcase their goods and services to an international audience of agents, importers, distributors and other potential partners within the OEI Ontario Pavilion. (To find out which trade shows OEI is attending this year, consult our [Calendar of Events](#).)

The dynamics of exhibiting at international trade shows differs from country to country and companies should be alert to local cultural nuances.

For example, International Marketing Consultant Maureen Angus tells companies exhibiting in South America that the show floor is a place to meet for the first time, not to write orders or do deals. Exhibitors should expect to attend several follow-up meetings to establish the personal connection so valued by South American business people. She also points out that appointment times on the show floor (and elsewhere) are often quite flexible!

Sabrina Chan, International Marketing Consultant for Japan, Korea, Australia and New Zealand travels to Japan with Ontario companies on a yearly basis. She strongly recommends that delegates get their business cards and marketing materials translated into Japanese. It is also critical that companies engage the services of a translator at the booth. While it is popular to do business over

dinner in Japan, she reminds exhibitors not to rush the invitation. An invitation should only be extended if several meetings have occurred with a prospective partner or buyer and if there is a real potential for a business relationship to develop.

Whether you are considering incorporating trade shows into your market expansion strategy or have already made the decision to do so, you can reach the international marketing consultant for your sector or region of interest by calling toll-free at 1-877-468-7233 or 416-314-8200 in the GTA. Also, be sure to read upcoming issues of the OEI E-Bulletin for practical exhibiting tips by trade show specialist Barry Siskind.

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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Export Award Winners Make The Connection

Winners of the annual Ontario Global Traders Awards (OGTA) are celebrated for their exporting excellence and receive trophies, plaques and publicity for their export success. But there are often longer-term benefits for some of the award recipients.

For PENZA Technology Solutions Inc., winner of the Award of Merit for Innovation at the eastern OGTA ceremony held in Brockville in 2001, it resulted in a contract for its document validation services two years later.

"The award ceremony and luncheon meeting provided an excellent forum to network with other winners," recalled PENZA Director, Dean Logie.

Two years later that networking paid dividends for Brockville-headquartered PENZA when the company was awarded a substantial services contract from a life sciences company, also based in the eastern Ontario city.

"The life sciences company was also an OGTA winner that year in the Market Expansion category and we got to understand more about each other's business," said Logie. That conversation led them to remember PENZA when they needed to conduct an audit to ensure they were complying with FDA Good Manufacturing Practices regulations.

OGTA is coordinated by Ontario Exports Inc. (OEI), the export development agency of the Government of Ontario, and has recognized the outstanding export achievements of the most innovative and successful small and medium-sized enterprises, business leaders and students in Ontario for the past six years.

Exports have been key to the growth of PENZA since the company was incorporated in 1997 to offer the niche service of document validation for companies in the life sciences industry. Since then, PENZA's services and software have found new applications in the financial services industries and with companies seeking ISO accreditation.

Until 2004, 85 per cent of the company's revenues came from the U.S., five to 10 per cent from sales to Europe and the remainder in Canada. Today, exports are still key to PENZA, but the stronger Canadian dollar has changed the revenue breakdown to 75 per cent from the U.S., five per cent from Europe and 20 per cent from Canada.

Reflecting on how the increased value of the Canadian dollar has impacted the returns for U.S. sales for PENZA, Logie cautioned new exporters to be aware of changing market conditions and their affect on exports. "It's important to ensure there is value in the export markets you are targeting."

PENZA validation services vary from \$20,000 up to a million dollars for long-term projects that might take up to 18 months to complete. But Logie estimated that the average service contract runs from four to seven months.

The company is also marketing vertical software developed to ensure adherence to regulations and standards. Depending on the number of site licenses, the average software sale ranges from \$60,000

to \$250,000.

"Potentially, there is a global market for our software," said Logie, who added that between services and software, PENSA has already racked up sales in the U.K., Ireland, Germany, France, Spain, Italy, Austria, Switzerland, Sweden, Holland and Singapore, and continues to build a global reputation and presence.

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.

More details on how OEI's services can help small and medium-sized companies with their export strategies, are available by visiting 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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Exporters Honoured at Ontario Global Traders Awards



Winners of the 7th Annual Ontario Global Traders Awards

From left to right, front row: Vivienne Ojala, President, Brock Solutions Inc. of Kitchener; Ewout Cassee, President, Vanderlande Industries Inc. of Marietta, Georgia; Joseph Cordiano, Minister of Economic Development and Trade; Cyndi Butcher, Manager of Client Services, Russell A. Farrow Custom Brokers Ltd. of Windsor.

From left to right, back row: Bob Hoang, Training Manager, Partner, i3DVR International Inc. of Toronto; Vy Hoang, Executive Vice-President, Partner, i3DVR International Inc. of Toronto; Jack Hoang, President, Partner, i3DVR International Inc. of Toronto; Tal Dehtiar, a student of the DeGroot School of Business at McMaster University in Hamilton; Andrew Jackson, Vice-President, Marketing, FreeBalance Inc. of Ottawa Barry Walsh, Senior Partner, Bevertex CST Inc. of Toronto.

Economic Development and Trade Minister Joseph Cordiano recently joined Ontario Exports Inc. and its partners in trade to honour Ontario's top exporters at the 7th annual Ontario Global Traders Awards (OGTA) provincial ceremony.

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

"Ontario's exporters are exceptionally competitive on the international stage," said Robin Garrett, President and CEO of Ontario Exports Inc. "These award-winning companies prove yet again that the world is turning to Ontario for its products and services."

Forty-nine awards were presented at regional awards ceremonies held throughout April in Windsor, Ajax, Cornwall and Thunder Bay. Provincial award winners were chosen from among the top regional winners in each category.

OGTA Winners' Circle

The 7th Annual Ontario Global Traders Provincial Award winners are:

Innovation: [i3DVR International Inc.](#), Scarborough
Company Profile

The integration of Human Object Recognition and PAC DM software distinguishes i3DVR's products from others in the digital video security industry. The Human Object Recognition software tracks human activities such as loitering and foot traffic and monitors valuable property. The PAC DM solutions enable raw data captured from any peripheral device, cash register, ATM or Card Access machine to be overlaid onto a video image, allowing users to track inventory and shrinkage from anywhere at anytime.

Market Expansion - Service: [FreeBalance Inc.](#), Ottawa

Company Profile

In 2004, FreeBalance aligned its software products and services along a government accountability theme that appeals to developing and emerging nations, the company's primary export market. FreeBalance software solutions are used by more than 100 government organizations on five continents in some of the most challenging regions around the globe.

Market Expansion - Product: [Bevertec CST Inc.](#), Toronto

Company Profile

Bevertec focuses on providing transaction management solutions for clients in Latin America, the Middle East, Asia, Europe and North America. The company develops and implements innovative software solutions for the financial services, manufacturing, communications, and transportation sectors, as well as all levels of government. More than 90 per cent of Bevertec revenues now come from exports.

Partnership: [Brock Solutions Inc.](#), Kitchener, and [Vanderlande Industries Inc.](#), Marietta, Georgia

Company Profile

In 2000, Brock Solutions established a strategic alliance with Vanderlande Industries to supply controls integration for their turnkey baggage handling systems and explosives detection systems. The alliance has resulted in contracts to supply baggage handling and/or explosive detections systems to airports including Vancouver, Pittsburgh, Boston, Dallas, Tampa, Chicago O'Hare, Houston Intercontinental and Detroit.

Leadership: Cyndi Butcher, Russell A. Farrow Custom Brokers Ltd., Windsor

Leader Profile

Cyndi has spent more than 30 years in the customs broker industry. She has worked tirelessly with clients and industry associations on exporting initiatives, exporting issues and export education. Cyndi has been a member of the Canadian Association of Moldmakers for 18 years and was elected President in October 2004. She is also an active member of the Canadian Tooling & Machining Association where she advises on customs-related issues. She is a past member of the St. Clair College metal/tool board that advocates skilled trades, industry edition and global markets. Through

her experience, knowledge and industry contacts, she continues to expand export culture and awareness in Ontario.

Student Achievement: Tal Dehtiar, DeGroote School of Business, McMaster University, Hamilton

Student Profile

Tal has combined knowledge from his BA degree in communications, experience from international work terms carried out over the past six years, and the business acumen gained from his MBA at the DeGroote School of Business to form MBAs Without Borders. His brainchild is a not-for-profit organization that sends current MBA students, recent MBA graduates and experienced MBAs from all over Canada to developing countries to help local businesses, not-for-profits and multinationals working in developing countries. The first team is set to leave for Tanzania in September 2005, followed by consecutive teams every four months. By 2007, MBAs Without Borders is expected to have sent more than 50 MBAs to East Africa, Central America and Eastern Europe.

For a complete listing of this year's regional award winners, visit the Ontario Global Traders Awards Website at www.ontarioglobaltraders.com

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OGTA Nomination Guides Available Now!

Nomination guide for next year's Awards are now available. To apply for an Ontario Global Traders Award, visit www.ontarioglobaltraders.com.

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Do You Have Award-Winning Potential?

The Nomination Guide for the 8th Annual Global Traders Awards is now available.

The Ontario Global Traders Awards (OGTA) recognize the outstanding export achievements of the most innovative and successful small and medium-sized enterprises, leaders and students in Ontario.

Winning an OGTA award can be good for business, according to a Ministry of Economic Development and Trade Business Advisor.

"OGTA winners have an advantage over their counterparts, especially with new clients in foreign markets, said Amy Britten, Senior Business Advisor in the Kitchener office. "If a company has won an award for exporting the client knows they can deliver the goods."

Companies or individuals may nominate themselves or be nominated by a trade association, customer or anyone else who knows their situation well.

The deadline for this year's OGTA nominations is November 4, 2005. Visit us online at www.ontarioglobaltraders.com or call us toll-free at 1-877-46TRADE (8-7233). Within the GTA, call 416-314-8200.

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All-in-One Export Guide Re-Released

Up-to-date, easy to use

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The new and improved 2005 edition of the Ontario Exports Inc. (OEI) *Getting Ready to Export Guide* is now available.

The first edition of this informative publication was released in 1990 under the title *Are you Ready to Export?* Over the years, it has expanded to include information and resources to support new exporters at all stages of the export process. Evaluating export readiness is still part of the guide, but users now also benefit from sections that explain how to conduct international market research, develop an export marketing plan, establish channels of distribution and set prices. Checklists throughout the guide summarize the information presented and help potential exporters evaluate their preparedness.

To ensure its relevance to Ontario exporters, the guide's content is shaped by the questions OEI receives from exporters during its seminars, trade missions and one-on-one consulting sessions with small and medium businesses.

Web resources for exporters have multiplied exponentially in the past few years, making it hard for even Web-savvy business people to find what they need. Part II of the guide, *Export Resources, Where to Find Help*, catalogues the most comprehensive and relevant of these sites in six categories: Export Readiness, Market Research, Export Opportunities, Financing, Ontario Government Support and Federal Government Support. Even the most experienced exporters will benefit from referencing this section of the guide.

Given that more than 90 per cent of Ontario's exports are sold to the U.S., the events of September 11, 2001 and the resulting security measures have had an impact on Ontario exporters. To help exporters navigate this more regulated environment, the 2005 *Getting Ready to Export Guide* features a new section on wait times, packing legislation, reporting requirements, travel documentation and other border issues.

The guide is available in three formats: the traditional, spiral-bound print edition, the online edition found on our Website at www.ontarioexportsinc.com, and a mini-CD, small enough to slip into the pocket of a dress shirt.

Copies of the guide are available for free in English and in French. To order your print copy or mini CD, email us at trade.officer@edt.gov.on.ca or call us toll-free in Ontario at 1-877-468-7233 or 416-314-8200.

Coming Soon: *Exporting to The European Union - A Guide to Online Service Resources*. With 25 countries and 455 million people, the EU offers tremendous opportunities for Ontario exporters. *Exporting to The European Union - A Guide to Online Service Resources* provides exporters access to the accurate, timely information they need to plan for success in this growing market. Pre-order your copy today.

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Calendar of Events

Are you interested in starting to export or expanding into new markets? Browse the OEI Calendar of Events. Our team of international trade specialists and partners in trade help Ontario firms in every sector develop and implement export strategies around the world by organizing trade missions, hosting seminars and incoming buyers' delegations, and offering one-on-one market consulting.

May 21- 26, 2005

**NEX-UK - Ontario Building Products Mission to the UK
London, UK -Registration Closed-**

In partnership with the Canadian High Commission in London and the Canada Mortgage and Housing Corporation, Ontario Exports Inc. is leading a delegation of four Ontario exporters of building products to the UK. The mission will begin in London and then travel to cities in the southeast of England.

Participating Ontario companies include Canadiana Homes Inc., Empire 2000 Windows and Doors Ltd., Estate Hardwood Floors Corp. and Stanley Knight Ltd. Participants will gain valuable market information, make business contacts and explore potential partnerships.

Our international marketing consultants will be available to provide advice throughout the mission and will introduce business representatives to key government officials and local business contacts.

If your company is interested in information on U.K. export programs, please contact:

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

May 25 - 27, 2005

**Environment & Energy Conference 2005
Toronto, Ontario**

Ontario Exports Inc., in cooperation with the Ontario Ministry of the Environment, will participate in the EECO 2005 Environment & Energy Conference.

Balancing economic, environmental and energy needs in the Great Lakes economic region is a major challenge for industry and governments. The Province of Ontario and eight bordering U.S. states produce 12 per cent of the world's GDP, generate 30 per cent of U.S. exports, absorb 45 per cent of Canadian exports, and are home to over 48 million people.

EECO is the only conference and exposition focused on environmental and energy issues in the Great Lakes economic region. It fosters dialogue and debate among business leaders, elected officials, public policy makers and NGOs on the means to balance sustainable economic growth and environmental protection.

To register and for more information, please visit the conference web site at: www.eeco2005.com

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

June 1, 2005

**Reverse NEBS (New Exporters to Border States) Seminar
Richmond Hill, Ontario**

This practical half-day program introduces Ontario businesses to some of the same fundamentals of exporting to the United States covered during a two-day New Exporters to Border States (NEBS) mission to Buffalo or Detroit, except that it takes place in Ontario, reducing or eliminating travel time 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.

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

Registration: \$25.00 per person. Register by calling: Catherine Resentera 1-877-464-9675 ext. 1562
e-mail: catherine.resentera@york.ca

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

June 5 - 15, 2005

**Advanced Manufacturing Technologies Mission to Mexico
Monterrey, Saltillo and Mexico City, Nuevo Leon, Coahuila and DF, Mexico**

In recognition of the growing opportunities presented by the Mexican market, Ontario Exports Inc. and International Trade Canada (the Canadian Consulate General in Monterrey and the Ontario Regional Office), in association with the Canadian Association of Moldmakers (CAMM), are organizing a Trade Mission to Mexico.

The mission is tailored to the interests of Canadian companies in the plastics industry who are seeking to enter the Mexican market. Participants will also have the opportunity walk the Expo Plasticos Trade Show in Monterrey, one of the largest plastics manufacturing trade shows in Mexico.

The trade mission will provide companies the opportunity to explore the market and meet with representatives, distributors, tier one and tier two suppliers, and tour manufacturing plants. The program will include a briefing on arrival by the Canadian Consulate General in Monterrey and the OEI In-market Trade Development Consultant in Mexico City, a customized individual schedule of appointments (matchmaking) and visits to manufacturing plants and suppliers.

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

June 6 - 9, 2005

**Ontario Telecom Trade Mission
Chicago, Illinois
-Registration Closed-**

Ontario Exports Inc. and the Canadian Consulate General in Chicago are organizing a trade mission to Supercomm 2005 (www.supercomm2005.com), the world's premier annual exhibition and conference for communications service providers and private network managers. SUPERCOMM encompasses every communication technology including Broadband, IP, Enterprise Networks, Converged Wireless and Infrastructure Solutions.

As part of the mission, companies will have the opportunity to exhibit in the Ontario Pavilion, featuring a maximum of six Ontario companies. The 2005 mission to Chicago's Supercomm will build on the success of Ontario's participation at this event over the past two years.

Registration for this event is now closed. For information on related export programs in the ICT sector

focused on the U.S. market, please contact the international marketing consultant indicated below.

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

June 12 - 15, 2005

**Export Opportunities in the U.S. Southeast Automotive Sector
Birmingham, Alabama**

-Registration Closed-

Ontario Exports Inc., in cooperation with the Canadian Consulate General in Atlanta, is organizing a trade mission to Birmingham, Alabama, focusing on business sales and partnering opportunities with the U.S. Southeast automotive industry. Designed for both parts suppliers and the tool, die and mould (TDM) industry, our program includes:

- Participation at the Automotive News Manufacturing Conference in Birmingham, Alabama. Approximately 350-450 OEM and supplier executives involved in manufacturing, purchasing, logistics, information systems and technology and engineering are expected to attend.
- Two-three pre-arranged one-on-one meetings with potential clients from the Southeastern U.S.
- Ontario-hosted networking reception with U.S. industry representatives
- Southeast Region Automotive Market Briefing
- Listing in the Ontario Trade Mission Directory
- Corporate literature displayed at Ontario information kiosk
- Plant site visits

The focus of the mission is to facilitate new automotive industry contacts in the U.S. Southeast, provide Ontario companies that display exceptional technical expertise with insight into this regional market and provide opportunities to explore collaboration with local companies, with a view to exporting to the region.

Four major OEMs now operate or will soon operate in Alabama: Mercedes Benz in Vance with a \$1 billion investment in two plants; Honda in Lincoln, with two plants representing a \$1 billion investment; Toyota Motor Manufacturing with a \$450 million engine plant in Huntsville, and Hyundai in Montgomery with a \$1 billion plant scheduled to start production in March 2005.

For information on this and related programs in the automotive sector focused on the U.S. market, please contact the international marketing consultants indicated below.

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

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

June 13 - 16, 2005

**Laser 2005 World of Photonics
Munich, Germany**

Held bi-annually, Laser is the leading trade show and conference for optical technologies where established players and start-ups present their latest products and research. The range of products featured encompasses innovative optical technologies such as laser and optronics, optics, optical manufacturing technology, sensors, test and measurement, and the application of this technology in production, laser medical and biotechnology, imaging, optical measurement systems and illumination.

In 2003, Laser attracted 20,559 visitors from 89 countries and 857 exhibitors representing 34 countries.

Ontario Exports Inc. is organizing a 36 sq.m. Ontario Group Stand in cooperation with the Canadian Photonics Consortium (CPC). Ontario companies who participate in Laser will benefit from cost-effective display space with shared amenities and value-added services. An Ontario Reception, hosted by the Ontario International Marketing Centre, Munich, will be held at the stand.

To receive further information or an invitation package, please contact:

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

June 13 - 19, 2005
Paris Air Show 2005
Paris, France

Ontario Exports Inc., in partnership with the Ontario Aerospace Council, is participating in the Paris Air Show at Le Bourget, France.

The Paris Air Show consistently lives up to its reputation as the world's foremost aerospace event. In 2003, the show featured 1,728 exhibitors from 41 countries, and 202 aircraft in a 192,000 square-metre exhibition space. Attendance in 2003 included 94,159 trade visitors from 141 countries and 237,358 public visitors.

Ontario companies and organizations already committed to participating in the Ontario Showcase include EMS Technologies, Liburdi Engineering, akteLUX/Luxell, Northstar Aerospace (Canada) Inc., Aero-safe Technologies Inc., GasTOPS Ltd., MMIST, City of Toronto, Cabletest, Interfast, Reil Industrial and TDM Technical Services.

Companies exhibiting at the Paris Air Show Ontario Showcase will find out what's new in their established market sectors, assess the competition, explore new markets and network with potential business partners at business receptions and information seminars.

If your company is interested in participating in the Ontario booth, or for more information, please contact us.

Contact: Laurie D'Souza, 416-314-8243, laurie.d'souza@edt.gov.on.ca

June 14 - 17, 2005
CommunicAsia2005
Singapore

CommunicAsia2005 – Asia's most established and comprehensive Communications & IT event, will be held June 14 - 17, 2005 at Singapore Expo.

Covering the entire spectrum of the ICT industry, CommunicAsia2005 focuses on Broadband Communications, Enterprise Solutions, Mobile Technology and Solutions, Network Solutions, Satellite Technology, Security and the Smart Card.

CommunicAsia2005 will provide ICT professionals with countless opportunities for networking with a quality pool of local and overseas sellers and buyers. In 2004, the event attracted more than 45,000 attendees (44 per cent from overseas) and generated over 700 press articles and TV clips, proving that CommunicAsia has developed a winning formula.

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

June 14 - 18, 2005
International Road Federation World Meeting
Bangkok, Thailand

The International Road Federation (IRF) is an independent, non-profit federation of worldwide public and private entities involved in road planning, development, construction, management and utilization. With members in 70 countries, the IRF leads the way in international road transportation infrastructure development.

Held every four years, the IRF World Meeting brings together experts from government, industry, academia and road associations to examine technical, institutional and political developments in the global road sector. Close to 2,500 delegates are expected to be present at this year's event.

Ontario Exports Inc. will be organizing an Ontario booth at this year's IRF World Meeting in Bangkok. If your company would like to exhibit at the booth, please contact us.

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

June 19 - 22, 2005
BIO 2005 Conference and Exhibition
Philadelphia, Pennsylvania

The annual conference and trade exhibition of the Biotechnology Industry Organization (BIO) will take place in Philadelphia from June 19 - 22, 2005. BIO is the world's pre-eminent biotechnology convention and exhibition and is expected to attract more than 20,000 biotechnology and life sciences professionals and industry leaders from around the world.

Six Ontario companies will be exhibiting in the OEI pavilion. They are: Arius Research (Toronto); Brock Solutions (Kitchener); Luzchem Research (Ottawa); Nucro-Technics (Toronto); Norgen Biotek (St. Catharines); and Tm Bioscience (Toronto).

For information about this and future events in the U.S. biotechnology sector, please contact:

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

June 29, 2005
South American Export Opportunities and Techniques
Toronto, Ontario

Ontario Exports Inc. is offering a seminar to Ontario companies interested in learning more about partnering for success, effective bid preparation and private sector financing.

Participants will have an opportunity to learn from the experiences of experts on these topics and network with business representatives.

For more information, please contact:

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

August 24 - 25, 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 U.S.

Whether you are considering doing business in the United States or are already involved in the U.S. market, the NEBS program is the ideal vehicle to bring you up-to-date on the basics of doing business in the US. Originally developed 20 years ago to assist new Ontario exporters, NEBS has grown into a program that provides information to the novice exporter as well as the seasoned professional. For many exporting firms, NEBS has become an ideal training program to bring new staff up to a level of export expertise.

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

September 10 - 16, 2005
Extemin Mining Show and Convention
Arequipa, Peru

Ontario Exports Inc., in partnership with the Ontario Ministry of Northern Development and Mines, is participating in the Extemin mining trade show in Arequipa, Peru.

At the show, OEI is showcasing Ontario companies in the Mining Equipment and Services sector.

Extemin is well attended by all key players in the mining sector in Peru and also draws visitors from

other countries in South America. Participants and visitors to this show will have the opportunity to find out what's new in their market sectors, investigate new markets, assess the competition and network with potential business partners.

Ontario companies exhibiting at the show will have the opportunity to participate in customized one-on-one meetings with potential partners and/or buyers.

If your company is interested in participating in this show or would like more information, please contact the international marketing consultant indicated below.

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

September 14 - 15, 2005

**New Exporters to Border States (NEBS) Mission to Detroit
Detroit, Michigan**

This practical program, operated by Ontario Exports Inc. in co-operation with the Canadian Consulate in Detroit, introduces companies to the basics of exporting to the United States.

Whether you are considering doing business in the United States or are already involved in the U.S. market, the NEBS program is the ideal vehicle to bring you up-to-date on the basics of doing business in the US. Originally developed 20 years ago to assist new Ontario exporters, NEBS has grown into a program that provides information to the novice exporter as well as the seasoned professional. For many exporting firms, NEBS has become an ideal training program to bring new staff up to a level of export expertise.

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

September 17 - 19, 2005

**Cityscape 2005
Dubai, United Arab Emirates**

Ontario Exports Inc. is participating in the Cityscape 2005 trade show in Dubai, United Arab Emirates. This premier property development and investment event focuses on all aspects of the property development cycle.

At Cityscape 2005, OEI will be showcasing Ontario companies in the engineering and architectural sectors.

Cityscape 2005 is a platform to support and enhance the vision for residential and commercial property growth worldwide, highlighting iconic architecture, revolutionary development and unparalleled investment opportunities.

Participants and visitors to this show will have the opportunity to find out what's new in their market sectors, assess the competition, learn about new Middle East markets, and network with potential business partners. With over USD \$230 billion currently being spent on infrastructure and construction projects, a vast opportunity exists for Ontario companies.

The cost of exhibiting in the Canadian Pavilion is US\$5,250 for a fully constructed booth of 9 sq. m. including a ready-built stand with table, chairs, power and lights, carpet, name board and one complimentary conference pass.

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

September 20 - 23, 2005

**Exposibram 2005 Mining Show and Conference
Belo Horizonte, Brazil**

Ontario Exports Inc., in partnership with Ontario Ministry of Northern Development and Mines and the Canadian Association of Mining Equipment and Services for Export (CAMESE), is participating in a trade show in Belo Horizonte, Brazil.

At the show, OEI is 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 market sectors in the Brazilian mining industry, learn about new markets, assess the competition and network with potential business partners.

If your company is interested in participating in this show or would like more information, please contact the international marketing consultant indicated below.

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

September 22 - 25, 2005
100% Design Show
London, U.K.

Ontario Exports Inc. is participating in 100% Design, one of the most important and influential events of the international design calendar. The show attracts approximately 450 exhibitors and more than 36,000 visitors from around the world. The international flavour of the show marks 100% Design as the commercial and creative hub of a number of design related events taking place in London at the same time.

With 4,500 firms employing about 68,000 and generating sales of over \$13 billion, the United Kingdom is considered the "design workshop of the world".

100% Design is a juried event. If you are interested in exhibiting at the show, you must submit an application via <http://www.100percentdesign.co.uk>. All applicants will be subject to approval by the 100% Design advisory panel. Early application is advised as space becomes limited closer to the show dates.

100% Design aims to support upcoming designers through special features and awards. The show is recognized as a place to do business, make contacts, secure orders and network with other industry professionals. If your company is interested in participating in the Ontario booth at this show, or would like more information, please contact the international marketing consultant indicated below.

Contact: Laurie D'Souza, 416-314-2602, laurie.d'souza@edt.gov.on.ca

September 27- 29, 2005
Environment Mission – Water, Wastewater, Groundwater
Washington, D.C.

Ontario Exports Inc., in partnership with the Ministry of Environment Green Industry Office, plans to lead a trade mission to Washington D.C. in September 2005. This mission will focus on opportunities in the U.S. market and with International Financial Institutions (IFIs) for environmental firms with technology and/or expertise in the area of groundwater and wastewater treatment and water supply infrastructure.

Contact: Trevor McPherson, 416-325-4691, trevor.mcpherson@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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