

» E-BULLETIN

Ontario's Export News



Summer 2005

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By Debbie Walker, Ontario Exports Inc.



The names of Mexico's famous exports trip off the tongue easily enough – tequila, tacos, mariachi music... But when it comes to import opportunities in Mexico, many Ontario companies aren't quite so fluent.

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FEATURE ARTICLE

The Challenge of International Exhibiting Look Before You Leap

By Barry Siskind

More businesses are turning to international markets to grow sales and revenues. International exhibiting is one way to break into new markets and, if handled properly, can be a tremendous opportunity to grow your business.

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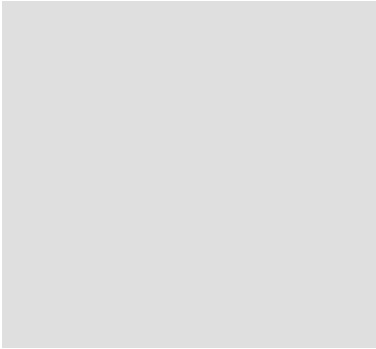
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Visit the OEI Web site at: <http://www.ontarioexportsinc.com>
for more information on our programs and services.

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.
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Ontario All-Terrain Vehicles All Over the Map

Kitchener company expanding distributor network worldwide with help of provincial export agency

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The Argo and Centaur know no borders. The Ontario-made, amphibious all terrain vehicles (AATV) cross ponds and streams, plow through mud and snow and scramble over rocks, snow and ice in 73 countries on five continents.

These AATVs have not always tackled terrain in so many corners of the world. "Traditionally, Ontario Drive and Gear focused sales efforts here in Canada and in the U.S.," said Tom Polanic, Product Manager for the Centaur. "But if the Canadian economy runs into trouble, so can the economy in the U.S and vice versa. It's like having all of your eggs in one basket."

In his drive to diversify the markets for the Centaur and its sister vehicle, the recreational Argo, Polanic began to look seriously at adding Chile and Brazil to the list of export destinations. That's when he turned to Ontario Exports Inc., the export development agency of the Ministry of Economic Development and Trade, for help.

Veronica Medina and Marcos Jose de Almeida Duarte, Ontario Exports Inc. in-market, international trade development consultants for Chile and Brazil respectively, met with Polanic at Ontario Drive and Gear's headquarters in New Hamburg near Kitchener-Waterloo this spring. "They're just fantastic people to deal with," Polanic said.



Argo Avenger

Following the meeting, both consultants provided detailed reports on market conditions in their countries and have been helping Polanic locate distributors for the Centaur and the Argo – all at no cost to Ontario Drive and Gear. "They saved me a trip," Polanic said. "The only way to get that kind of information would have been to go down there and stay and even then I would have been hard pressed to compile all of the information. That's the advantage of having people who are actually in the market working on your behalf."

Polanic plans to follow-up on the leads generated by the in-market trade development consultants during a trip to South America this fall. The improved understanding of the South American market Polanic has gained through his work with the consultants has given him the confidence to pursue other countries on the continent as well – he recently signed on a distributor in Ecuador and added a second distributor for Colombia and Venezuela.

These new distributors will join a growing network. In the past two years, Ontario Drive and Gear has increased its number of international distributors from six to twenty-seven, including representatives in Europe, India, Africa, Australia, China and Russia. During the same period, company sales outside North America grew from five to approximately thirty per cent. In 2003, the company won an Ontario Global Traders Award in recognition of its successful collaboration with its distributor in South Africa.

Ontario Exports Inc. (www.ontarioexportsinc.com) hosts the Ontario Global Traders Awards Program and, as an agency of the Ministry of Economic Development and Trade, offers a full spectrum of programs and services to new and experienced exporters including trade missions and trade shows, one-on-one consulting and export skills training. The popular New Exporters to Border States (NEBS) program introduces companies to the basics of exporting to the United States.

Although international sales sound glamorous, selling all-terrain vehicles in foreign markets can be a rough ride, according to Polanic. He identifies an unfamiliar language and business culture as the biggest challenges to entering a new market. "For companies looking to export outside of North

America, understanding and respecting cultural differences is key. Solid relationships are built over months of hard work, it doesn't happen overnight," he said. "The good news is that importers are normally willing to compromise and meet you halfway."

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Debbie's Helpful Export Hints

Mexico's Growing Market Merits Closer Look

by Debbie Walker



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The names of Mexico's famous exports trip off the tongue easily enough – tequila, tacos, mariachi music... But when it comes to import opportunities in Mexico, many Ontario companies aren't quite so fluent.

Currently, only 0.55 per cent of Ontario's total exports are sold to Mexico. Surprisingly, that makes Mexico Ontario's fifth largest export market but very small in comparison to the U.S., where 90.55 per cent of our exports are sold. Mexico holds untapped opportunities for Ontario exporters – more than 100 million people live in the country and 20 million consume at levels similar to those of the average Canadian.

Moreover, under NAFTA, Mexican tariffs have been eliminated for the majority of Canadian products. Opportunities for Ontario exporters are especially good in the advanced manufacturing and mining sectors. The import market for building materials in Mexico is also growing steadily and the environmental sector market is estimated at \$4.2 billion.

Our OEI Calendar of Events almost always features an upcoming Mexico mission or seminar. This fall, for example, OEI is hosting an incoming Mexican buyers delegation in the building and construction products industry and is coordinating a mining equipment and services trade mission to Mexico City and Veracruz.

The potential of the Mexican market may tempt you to hop on a plane to Mexico City, but remember to take stock of your company's export-readiness first. Companies doing business in Mexico will encounter distinct business practices, a longer sales cycle and a language barrier. Spend time researching the country's business climate; find out information like customer preferences, exchange rates, distribution and sales networks and the regulatory environment. Also consider how your company is going to deal with the language barrier. Do you have Spanish language capabilities in the company or a plan for acquiring them?

Once you've made the decision to export to Mexico, you'll need to turn your attention to how you will sell your goods south of the Rio Grande. You may want to engage the services of a trading house, agent or distributor or you could choose to export directly, without the help of an intermediary. A third approach is to form a joint venture with a Mexican company. Whatever route you choose, you'll be more successful if you understand Mexican import regulations. Here are a few you may not have considered:

- Only registered importers who are Mexican citizens or locally incorporated companies can import goods into Mexico. Importers are given registration numbers that must be presented to customs officials and importers must be identified on labels of consumer products.
- A licensed Mexican customs broker must process all incoming shipments.
- Many Canadian products are exempt from duties under NAFTA, but a value-added tax (similar to our GST) is levied on goods entering the country.
- The value-added tax and duties (when they apply) are generally based on the value of imported goods, taken from the commercial invoice. The Mexican government, however, has set an estimated price for some goods (textiles and footwear, among others) that are considered to be frequently undervalued. If your declared value is lower than the estimated price you will have to post security while the Mexican authorities investigate the discrepancy.
- Labels need to identify the importer, the exporter, the product and instructions for use and care in Spanish. Unlike in Canada, Mexico's labelling laws are enforced at the border as well as on the store shelf. Improper labelling can result in goods being held up at the border.
- Goods subject to Mexico's system of product quality standards, Normas Oficiales Mexicanos (NOMs), must be tested and approved in Mexico by the Ministry of the Economy or an

accredited agency. The resulting certificate of compliance must accompany your shipment and the NOM logo needs to appear on a label affixed to each item.

These are just a sampling of the issues you'll need to consider when preparing to enter the Mexican market. OEI International Marketing Consultant, Fred Sheehy specializes in helping companies export their products and services to Mexico and is available to provide information and advice. Working with Fred, export-ready Ontario companies may also benefit from the services of the OEI international trade development consultant based in Mexico City. Fred can be reached at 416-314-8243, toll-free at 1-877-468-7233, or by email at fred.sheehy@edt.gov.on.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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The Challenge of International Exhibiting Look Before You Leap

More businesses are turning to international markets to grow sales and revenues. International exhibiting is one way to break into new markets and, if handled properly, can be a tremendous opportunity to grow your business.

Every country and culture presents its own set of challenges to the exhibitor. Understanding these challenges can spell the difference between success and failure. Here's a checklist of some of the key questions to ask questions ahead of time to make sure you are familiar with the market you have targeted before you do business there.

Definitions. In international markets, a horizontal show is a consumer or public show and a specialized or vertical show is a trade show. Some shows billed as trade shows only open their doors to the public part of the time. Be careful to understand how show organizers are using these definitions so you will be prepared for the crowds.

Exhibit Costs. As a rule of thumb, you should count on doubling your domestic show budget when exhibiting abroad. There are many reasons for the increase including increased transportation costs, the need for sophisticated booths (pipe and drape are rarely used), production of multilingual literature, tariffs and duties and exchange.

Facilities. Don't assume that exhibiting is the same around the world. Carefully check out things such as floor loads, ceiling lights, air, water and compatibility of electrical to North American standards.

Material Handling. To make sure your products and displays will arrive unharmed, check out how they will be handled. Material handling is not the same throughout the world and costly repairs can be avoided by checking first.

Official Language. Foreign shows attract visitors from around the globe. It's important to know what language should appear on your literature. You may consider hiring a multilingual assistant to work the show with you.

Etiquette. Every culture is different. It's often the little things that get in the way. Know local customs and adapt your presentation to your audience. Customs include the approach to handshaking, exchange of business cards, punctuality, eye contact and the use of gimmicks.

Products Ready for Market. International shows are no place for amateurs. Have your products ready for market and know the pricing, packaging, terms of credit and delivery times for your products.

Market Research. Different products are used differently throughout the world. Do your market research ahead of time to understand local colour preferences, product usage, packaging, environmental requirements and the competition.

See The Show First. If your budget will permit, a visit to the show should be considered before you exhibit. This way you will be able to get a real feel for the exhibiting environment, your competition, logistics and the market. A visit before exhibiting can help you avoid costly mistakes later on.

Ontario Exports Inc. Before you venture into any foreign market you should contact Ontario Exports Inc. to get answers to these and other questions that crop up. Their multilingual International Marketing Consultants have extensive experience in specific geographic areas and industry and service sectors. To reach Ontario Exports Inc., call toll-free from within Ontario 1-877-468-7233 or visit their website at www.ontarioexportsinc.com

Your approach to international markets can be greatly enhanced by the use of trade shows. They can make your entry into the market faster and therefore more profitable. The trick is - be prepared.

Barry Siskind is president of International Training and Management, a company specialized in

helping exhibitors make the most of their show investment. If you want to reach Barry, visit his website at www.siskindtraining.com

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Business Travellers Clear Customs Easily with ATA Carnet

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Have you been held up at the border and had the delay cost you valuable time and money? Or you were turned away because you didn't have the proper paperwork? Getting through customs doesn't have to be stressful.

An **ATA Carnet** is an international customs document, like a merchandise passport, that facilitates travel with goods into foreign countries temporarily, making your trip easier and hassle-free.



The carnet simplifies customs procedures for the temporary duty-free admission of three main categories of goods:

- commercial samples
- goods for presentation or use at tradeshow, fairs, and exhibitions;
- professional equipment

Whether you are a business person travelling to a tradeshow abroad, a sales representative carrying commercial samples of your products, or a professional travelling with equipment such as trade tools or broadcast equipment, an **ATA Carnet** is the most important document a business traveller can carry, next to their passport.

If you travel frequently abroad, the **ATA Carnet** allows you to use a single document for all customs transactions, make advanced customs arrangements to several countries at a predetermined cost before you leave Canada, and make unlimited trips within the year to any of 60 countries. By using the carnet, you eliminate paying duties and taxes every time you enter a country and claiming refunds when you leave, and you won't need to purchase temporary import bonds.

The Canadian Chamber of Commerce is the exclusive manager and issuer of **ATA Carnets**. You may obtain a carnet from an authorized issuing office in Ottawa, Montreal, Toronto, Vancouver, and Kitchener-Waterloo. Visit www.greaterkwchamber.com and click on the **ATA Carnet icon** for more information or contact Kathryn McEwin at the Greater Kitchener Waterloo Chamber of Commerce office at (519) 576-5000 or by email at carnetkitchener@chamber.ca.

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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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Success in Emerging Markets Earns Ottawa Company Export Award

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Ottawa-based FreeBalance has used a 20-year history of providing financial accountability software and services to the Canadian government as a springboard to export these services to some of the world's most challenging regions, including Afghanistan, Sierra Leone, Timor-Leste, Guyana and Mongolia.

The impressive expansion earned the company the Market Expansion – Service award at the 7th annual provincial Ontario Global Traders Awards (OGTA) held this spring. The awards program is coordinated by Ontario Exports Inc., the export development agency of the Ontario government, and celebrates the export achievements of small and medium-sized enterprises in Ontario.

FreeBalance software was created to respond to demands for greater government accountability. "The donor organizations which support governments in developing countries want to know their money is being well spent," explained President and CEO Bruce Lazenby. "FreeBalance helps government managers demonstrate transparency and accountability."

FreeBalance software and services are used by more than 100 government organizations on five continents and Lazenby believes that being a Global Traders award winner will help FreeBalance continue to expand. "The Ontario Global Traders Award helps us be recognized as a world-class provider of government accountability solutions here in Canada and establish a solid reputation overseas."

All exporters face challenges posed by an unfamiliar culture, language, laws and regulations. FreeBalance has met the added challenge of exporting to countries characterised by extremely poor infrastructure and political instability. Few other Ontario companies have ventured into these markets.

According to Industry Canada's Strategis website, exports to Afghanistan, Sierra Leone, Guyana, and Mongolia are so small they don't even register as a percent of total Ontario exports worldwide. Guyana and Sierra Leone were among the countries considered so poor that they were forgiven their foreign debt by G8 leaders in June.

Prior to joining FreeBalance in 1995, Mr. Lazenby was the senior financial systems executive of the Department of National Defence, where he managed Canada's largest accounting and financial management system. He also had a notable military career, rising to the rank of Commander in the Canadian Navy.

Despite his own impressive credentials, Lazenby credits his team – drawn from Ontario's multicultural workforce – with the company's success operating in these difficult areas. "Ontario attracts such fantastic employees that we are able to hire the best people; people who know how to work in developing areas and be successful there. That's one of our trade secrets."

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Helping Ontario Companies “a true pleasure”, says Chilean International Trade Development Consultant

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Chilean-born trade development consultant Veronica Medina has lived and worked internationally almost her entire life.

Five years ago, she returned to her native Chile but continued to work for clients from around the world. She joined Trade Chile – the consulting firm which provides in-market services for Ontario Exports Inc. (OEI) – and began working with OEI clients soon after.

“It is a true pleasure working on behalf of Ontario companies in Chile because of Canada’s excellent reputation with the local business community,” said Medina. “If a product or service comes from Canada, Chileans are confident that it’s good quality.”

The approach Ontario companies take towards their business relationships also gives them an edge over other international competitors, Medina said. “Ontario companies are known for making a long-term commitment to the market and their Chilean partners. They’re not only looking to make a quick buck. That’s obviously seen in a positive light.”

The services Trade Chile offers to OEI clients include conducting market research and introducing companies to partners and distributors. Medina gave the example of representatives of a veterinary pharmaceuticals laboratory who were recently in Chile looking for a distributor. “We introduced them to government people, agencies and distributors in a series of week-long meetings so they were able to get a feel for the scope of the market.”

Trade Chile also helps Ontario companies leverage their participation in trade shows. “The shows are huge so you can’t leave meeting someone who is interested in your product to chance. We ensure that OEI clients have arranged meetings with pre-screened companies.”

In 1997, Chile signed a free trade agreement with Canada. The country also has free trade agreements with 18 other countries. A small population of 15 million and the desire to escape reliance on a resource-based economy are factors that have pushed Chile to open its borders, Medina said.

Mining products and services are Ontario’s highest value export to Chile but there are also opportunities for Ontario companies in the environmental, renewable energy, information technology and biotechnology sectors.

Ontario companies can also benefit from the services of International Trade Development Consultants in Latin America’s two other most competitive economies – Mexico and Brazil. To inquire about in-market services in Chile, Brazil or Mexico, call 1-877-466-7233 or 416-314-8200.

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CALENDAR OF UPCOMING EVENTS

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

Sectors

- [Multisector](#)
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- [Environmental Products and Services](#)
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- [Mining and Geophysical](#)

-

MULTISECTOR

August 24 - 25, 2005
New Exporters to Border States (NEBS) Mission to Buffalo
Buffalo, New York

AND

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 Buffalo and 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 14 - October 10, 2005
Market Development Mission and Trade Show Participation
Dubai and Abu Dhabi, UAE; Doha, Qatar and Riyadh, Saudi Arabia; Tel Aviv, Israel; UAE, Kuwait, Iran, Qatar and Saudi Arabia

During Al Hinton's upcoming market development initiative, he will research new business opportunities, match overseas projects to Ontario firms, gather market information and advocate on behalf of Ontario companies.

Al Hinton will also be participating in an Ontario delegation at the Cityscape Trade Event in Dubai, U. A.E. Sept 17 - 19, 2005 and the Canada Arab Business Council Trade Mission to the UAE and Saudi Arabia.

While there, he will also meet with senior government officials of the host countries and initiate briefings with Canadian government officials in those countries.

If you are with an Ontario-based company or Ontario consortia already exporting to the Middle East or you are interested in expanding to these markets, please contact:

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

September 25 – October 7
Market Development Mission
Japan and Australia

During her upcoming market development mission to Japan and Australia, Sabrina Chan will gather market intelligence, identify new contacts, advocate on behalf of Ontario companies, represent Ontario business interests and meet with buyers.

If you are with an Ontario-based company or consortia already exporting to the Japan or Australia or you are interested in expanding to these markets, please contact:

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

November 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.

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

AEROSPACE AND DEFENSE

October 3 - 6, 2005
SAE 2005 AeroTech Congress & Exhibition
Dallas, Texas

The AeroTech Congress and Exhibition will bring together a diverse group of attendees from the fields of air-vehicle design, manufacturing, safety and others who share the common goal of advancing the aerospace industry. Topics addressed at this premier aerospace event will range from specific technologies to industry-wide issues.

To facilitate participation in this event by Ontario based SMEs in the industry, Ontario Exports Inc. has secured a 10' x 30' display space in a prominent location of the Exhibit Hall. The display will focus on promoting Ontario as a leading source of products and services as well as an excellent location for growth and expansion in the aviation industry.

A more detailed description of the benefits for Ontario Showcase participants and the associated costs will be provided closer to the event. If you are an Ontario SME interested in participating in this event, please contact:

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

November 15 - 17, 2005
National Business Aviation Association (NBAA) 2005
New Orleans, Louisiana

NBAA 2005 is the business aviation industry's largest and most efficient annual gathering of buyers and sellers. It presents a unique opportunity to carry out direct, side-by-side comparisons of nearly every product and service available to company flight departments. It also is far and away the industry's leading venue for new product announcements and introductions.

To facilitate participation in this event by Ontario based SMEs in the industry, Ontario Exports Inc. has secured a 20' x 30' display space in a central location of the Exhibit Hall. The display will focus on promoting Ontario as a leading source of products and services as well as an excellent location for growth and expansion in the aviation industry.

A more detailed description of the benefits for Ontario Showcase participants and associated costs will be provided closer to the event.

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

ARCHITECTURAL AND ENGINEERING SERVICES

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 US \$230 billion currently being spent on infrastructure and construction projects, important opportunities exist 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

BUILDING AND CONSTRUCTION PRODUCTS

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:

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

November 8 – 11, 2005
Japan Home Show 2005
Tokyo, Japan

Ontario Exports Inc., in partnership with the Canadian Embassy in Tokyo, is participating in the Japan Home Show 2005. More than 100,000 visitors attend the Japan Home Show every year, including wholesalers, retailers, architects and contractors.

The Japan Home Show is one of the largest exhibitions where building and housing material industry members can market their products and services to Japan's housing industry. It also provides an excellent venue for contact with key Japanese housing professionals and an opportunity to expand business.

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

November 16 - 20
The Big 5 Exhibition
Dubai, U.A.E.

Ontario Exports Inc., in partnership with the Canadian Consulate, Dubai, is participating in a building and construction products trade show in Dubai, United Arab Emirates. Participants and visitors to this exhibition 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 more than US \$230 billion in infrastructure and construction projects currently either announced or underway, there is a significant opportunity for Ontario companies to participate in this fast-paced market.

OEI will once again be exhibiting with Ontario companies at this important venue within the Canadian Pavilion.

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

November 29 - December 2
Incoming Buyers Delegation from Mexico to Construct Canada
Toronto, Ontario

Ontario Exports Inc., in partnership with the Canadian Mortgage and Housing Corporation and International Trade Canada, is pleased to announce that it is hosting an incoming delegation of buyers from Mexico.

This delegation includes representatives promoting business opportunities in Mexico in the building products and construction sector. Ontario companies will have the opportunity to meet with the delegation to discuss market opportunities.

Contact: Fred Sheehy, 416-314-0203, fred.sheehy@edt.gov.on.ca

ENVIRONMENTAL PRODUCTS AND SERVICES

September 27- 29, 2005

**Capital Region 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

HEALTHCARE EQUIPMENT AND SERVICES

September 15, 2005

**Reverse NEBS Seminar
Toronto, Ontario**

Ontario Exports Inc., in partnership with the Canadian Consulate General in Buffalo, New York, has designed this seminar to introduce Ontario health care companies to the fundamentals of exporting to the United States.

The seminar is designed for small and medium-sized Ontario manufacturers and/or service firms in the health care sector. It is of interest to new and experienced exporters alike, including those expanding to new U.S. markets.

The speakers for a Reverse New Exporters to Border States (NEBS) mission travel from the United States to Ontario, reducing or eliminating travel expenses for Ontario companies.

Participants will hear about the increasingly important role of the U.S. Food and Drug Administration (FDA), and some of the dos and don'ts of marketing in the U.S. Participants will also hear from two U.S.-based lawyers, who will address key legal issues involved in conducting business in the United States.

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

October 18 - 20, 2005

**Medtrade 2005
Atlanta, Georgia**

Ontario Exports Inc. is hosting a pavilion at MedTrade, North America's premier trade show in the home healthcare sector.

MedTrade draws more than 21,000 industry representatives from the U.S., Canada, and around the world. Exhibiting at MedTrade will provide Ontario exporters with a unique opportunity to showcase their products and services to buyers from the U.S. and other major markets, meet distributors and agents, explore potential partnerships, identify business leads, and obtain valuable market intelligence.

This trade show will be of interest to export-ready Ontario companies which offer products and services in the following market segments: durable medical equipment; aids to daily living; mobility products; respiratory products; sleep products; rehab products; bath safety products; medical hardware/software; orthotics; disposable products; IT solutions; nursing products; diabetic products; lifts and infusion therapy products.

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

November 16 - 19, 2005

Medica 2005 Duesseldorf, Germany

MEDICA 2005, World Forum for Medical Technology, is the premier international medical trade show, offering a global business platform for exhibitors and trade visitors.

Exhibitors at MEDICA reach a vast professional audience. Last year's show attracted 136,000 trade visitors (38 % international) and 4,300 exhibitors from 65 countries in 17 fully booked exhibition halls at Messe Duesseldorf. Canada featured 58 exhibitors and more than half of those were from Ontario.

At MEDICA 2005, Ontario Exports Inc., in close co-operation with Messe Duesseldorf, is again offering Ontario companies an opportunity to co-exhibit within the Canadian Medical Technology Pavilion, the Biotechnology pavilion, and the new Canadian IT Healthcare pavilion.

Ontario companies at MEDICA 2005 will have an opportunity to access the European Union (a market of 450 million people), the Middle East, Asia and the Americas and meet distributors, agents and importers.

For further information and/or an invitation package, please contact:

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

INFORMATION AND COMMUNICATIONS TECHNOLOGIES

September 13, 2005 Who's Who in IT in Ontario - International Partnering Forum Mississauga, Ontario

Your company is invited as a participant and tabletop exhibitor at our 2005 IT Partnering Forum – 6th Annual Who's Who in IT event. Only thirty exhibitors, with demonstrated industry achievements, will be chosen to do a one-minute pitch in front of approximately 300 Canadian and international information technology executives and members of the media.

For five years, this event has been strengthening Ontario's IT sector by introducing innovative companies to industry leaders, foreign distributors and value-added resellers. The breakfast-to-noon session is a time efficient way to make initial contact with potential business partners in Ontario and internationally - all at one location. Canadian companies have the unique opportunity to participate in one-on-one meetings with Canadian trade commissioners from around the world who can provide you with market entry strategies and first-hand knowledge of the market you wish to target.

The 2005 IT Partnering Forum is presented by ITAC Ontario in collaboration with Ontario Exports Inc., Industry Canada, and International Trade Canada. For more information or to register, please visit www.itaontario.com/whos-who.

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

October 4 - 8, 2005 CEATEC 2005 Tokyo, Japan

Ontario Exports Inc. (OEI), in partnership with the Canadian Embassy in Tokyo, is participating in CEATEC 2005, an exhibition of the electronics and IT industries in Japan.

At CEATEC, OEI is showcasing Ontario companies in the Information and Communications Technologies sector.

Participants and visitors to this exhibition 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.

If your company is interested in participating in this activity or would like more information, please contact:

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

MINING AND GEOPHYSICAL

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:

Contact: Maureen Angus, 416-325-9821, maureen.angus@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:

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

October 8 - 18, 2005

**Mining Equipment and Services Mission
Mexico City and Veracruz, Mexico**

In partnership with Canadian Association of Mining Equipment and Services for Export (CAMESE), Ontario Exports Inc. is leading a Mining Equipment and Services Mission to Mexico City and the Veracruz Mining Trade Show.

This mission is an opportunity for Ontario exporters to identify business leads in the Mining Equipment and Services sector. Participants will gain valuable market information, increase sales, network and meet with potential clients.

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: Fred Sheehy, 416-314-0203, fred.sheehy@edt.gov.on.ca

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Ontario Exports Inc. Welcomes New Vice-President

In the spring of 2005, **Hope Jaglowitz** joined the Ministry of Economic Development and Trade as Vice-President of Ontario Exports Inc. In this role, she will work with the Ontario Exports Inc. team of trade specialists and other stakeholders to offer value-added programming and services to Ontario companies. Hope's mandate is to help Ontario companies export their goods and services worldwide.

Hope has over 20 years of progressive strategic marketing and general management experience with major multinational corporations. Most recently, Hope was Vice President of Marketing for Colgate-Palmolive's Pet Food Division in the U.S. where she lead a team of more than 100 marketing professionals and was responsible for the development and implementation of a broad scope of marketing strategies and plans targeted to consumers and the veterinary profession.

Prior to her move to the United States, Hope was the General Manager for Colgate-Palmolive's subsidiary in the emerging markets of the Czech and Slovak Republics. In this position, she provided strategic direction to deliver sales and profit objectives and was responsible for all operational and administrative activities.

Before her relocation to Central Europe, Hope was Vice President of Marketing for Colgate-Palmolive Canada where she was responsible for the development of marketing plans to deliver profitable market share, sales and volume growth for such well know brands as Colgate, Palmolive, Irish Spring, Mennen Speed Stick, Javex, Fleecy.

Hope began her career with Bristol-Myers Products Canada, where she held increasingly responsible positions in the marketing department. She holds a B.A. from Queen's University and a M.B.A. from the University of Toronto.

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