

SMALL BUSINESS BEAT

Trade missions to India and Pakistan yield

BIG results

Ontario has once again raised its profile as a leading-edge, competitive and technologically advanced economy. Over a 12-day period in January 2007, Premier Dalton McGuinty, along with Small Business and Entrepreneurship Minister Harinder S. Takhar and Economic Development Minister Sandra Pupatello led more than 100 Ontario delegates on trade missions to India and Pakistan to boost trade and investment, and build opportunities for Ontario businesses, organizations and families.

Ontario already has strong ties to India and Pakistan. Two-way trade has nearly doubled in the past five years, reaching a combined \$1.2 billion in 2005. Ontario has one of the largest South Asian communities in the western world. And the McGuinty government clearly recognizes the potential for even greater partnerships between Ontario, Canada's economic engine, and two of the world's fastest growing economies, India and Pakistan.

India's economy is a powerhouse with a projected GDP growth rate of seven per cent in 2007. This presents significant opportunities. The delegation visited Delhi, Bangalore, Mumbai and Chandigarh

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Ministers Harinder S. Takhar and Sandra Pupatello, Mrs. McGuinty, Premier Dalton McGuinty and Dr Shafiq Qaadri, MPP at the Badshahi Mosque in Lahore, Pakistan.

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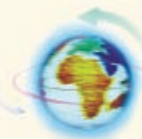
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For a small business owner, dealing with any big government agency can, at times, seem overwhelming. Complying with regulations, keeping track of legislative changes, and finding the resources you need can be challenging.

The Workplace Safety and Insurance Board (WSIB) has developed a number of services and programs designed to help small businesses keep their employees safe.

WSIB offers Solutions for small business



To learn more about the WSIB's services for small business, please visit the WSIB website at www.wsib.on.ca or phone your customer service representative. You may also wish to visit the website of the Office of the Employer Adviser at www.employeradviser.ca.



WSIB Chair Steve Mahoney has been working with business owners, from small entrepreneurs to big industry leaders, to find ways to make Ontario's workplaces the safest in the world.

"Typically, the first contact a small business owner has with the WSIB is when someone is injured on the job," says Mahoney. "We want to reach out *before* that injury occurs and work together to do everything possible to prevent it."

Small business services

Within five days of registering with the WSIB, a small business owner receives the *Small Business Employer Guide*. This kit includes easy-to-understand pamphlets and posters explaining Ontario's workplace safety and insurance system, legal obligations, premiums, and how to appeal a WSIB decision. A copy of the *Occupational Health and Safety Act* is part of the kit, along with a First Aid Requirements handbook and a checklist to help you make health and safety a priority in your workplace.

Small business owners often work long office hours. The WSIB website (www.wsib.on.ca) is open 24/7 and has a section dedicated to Small Business Services. You can find information on how to register a small business, how to report an injury, and how to participate in WSIB premium rebate and incentive programs. There's even a web-based tool to help you calculate and report your WSIB premiums online.

One-to-one customer service

Each small business is assigned a WSIB customer service representative (CSR), who provides one-on-one service that is tailored to your business requirements. Simon Goldstein, Vice-President of Sunwell Technologies Inc., likes this aspect of dealing with the WSIB.

"The WSIB didn't take a cookie-cutter approach to our business," says Goldstein. "Our goals and the WSIB's goals are the same. We want safe work environments and zero accidents."

Partners in safety

This kind of partnership is key to ensuring that you, as a small business owner, can access the resources you need to safeguard your employees and ensure that you're in compliance with workplace safety and occupational health legislation. The WSIB is also engaging groups like the Canadian Federation of Independent Business and working with the Ministry of Small Business and Entrepreneurship and the Small Business Agency of Ontario to better support small businesses in communities across Ontario.

For Steve Mahoney, improving services for small business employers is a priority in 2007. "I've made a personal commitment to small business and I want small business owners to know that we understand their business challenges and can respond quickly with realistic solutions."

Get down to business with **Summer Company**

What are you doing this summer? If you're a student between the ages of 15 and 29 whose ambition is to start your own business, then the Summer Company program is definitely for you!



Summer Company provides hands-on training, mentoring and awards of up to \$3,000, to assist young entrepreneurs to start up and run their own summer business. The program is coordinated and delivered at the community level through a network of Small Business Enterprise Centres and other program providers supported by the Ontario government.

Summer Company 2007

To participate in Summer Company you need to complete your application online at www.ontario.ca/summercompany. Your program provider can assist throughout the application process and provide access to a computer and Internet connection.

If your application is approved, you will receive:

- An award of up to \$1,500 in early summer to assist in start-up costs and an additional \$1,500 in the fall, following successful completion of your Summer Company business and proof you are returning to school;
- A minimum of 12 hours of business training;
- A meeting every two weeks with a local business mentoring group for support and advice.

Summer Company is part of the government's Ontario Summer Jobs Initiative. Apply now to ensure your application is considered. Positions are limited.

For further information, contact:

Telephone: 1-800-387-5656

E-mail: summer.company@ontario.ca

Web: www.ontario.ca/summercompany

Minister's Message



Ontario deserves to be at the head of the line as the world beats a path to South Asia's door. That was the message delivered by Premier Dalton McGuinty, Economic Development Minister Sandra Pupatello and myself earlier this year as we led more than 100 delegates on trade missions to India and Pakistan. It was a message warmly received by business and political leaders of both nations.

India and Pakistan are fast-growing economies, and enormous opportunities exist for our province as these nations surge forward. The missions were designed to showcase Ontario's expertise, and delegates successfully signed more than 40 agreements to help India and Pakistan meet the needs of rapid growth. Premier McGuinty also promoted the many strengths of our province, making the solid case that Ontario is the best place in North America to invest. Today, our delegation is back home and working hard to turn promising new relationships into new jobs and prosperity for Ontarians.

As an Indo-Canadian, I was proud to be part of this mission. Like so many people of diverse cultures who live in Ontario, I know first-hand the economic potential that exists in the wider global community. So does the McGuinty government. That's why we work aggressively to build international trade and investment ties. That's why we organize international business missions. Murray Jans, one of our delegates to India, may have captured it best when he said this mission gave him current insights into the master minds who are the planners of India's future. These insights, combined with the innovation and hard work of our business leaders, researchers, entrepreneurs and workforce, are giving Ontario an edge in the fast-paced, competitive global market.

This issue of *Small Business Beat* looks at the India and Pakistan business missions and profiles two participating companies. In addition, it discusses programs the Workplace Safety and Insurance Board (WSIB) has developed to help keep Ontario workplaces safe. It looks at our Entrepreneurship Conference that encouraged over 250 young women to explore the possibilities of business ownership. And for all those enterprising students out there, Summer Company 2007 is now underway. I invite young people with a great idea for a summer business to submit their applications. It could be the start of an entrepreneurial and exciting future.

Harinder S. Takhar

Minister of Small Business and Entrepreneurship

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and emphasized Ontario expertise in five sectors: infrastructure, research and innovation, financial services, cultural industries and education. India's political and business leaders warmly welcomed Premier McGuinty's message that "Ontario has what India needs to sustain its rapid economic growth and move its society forward; and Ontario is a great place for Indians to invest."

The successful mission was marked by:

- **Thirty-five agreements and Memoranda of Understanding signed between Ontario organizations and Indian partners. These included ones signed by the Ontario Chamber of Commerce, between PCI Geomatics and Ramtech Corporation, and between several Ontario universities, colleges and research organizations and Indian organizations.**
- **A Joint Declaration of Cooperation between Ontario and the State of Maharashtra to enhance exchange and expand business cooperation between the two regions.**
- **Meetings between Ontario delegates and over 800 potential Indian partners.**

Premier McGuinty, and Ministers Takhar and Papatello also met with senior Indian government officials and executives representing major Indian corporations to raise Ontario's profile and advocate on behalf of the interests of Ontario companies.

The Premier and members of the India mission then joined the business mission to Pakistan coordinated by the Canada-Pakistan Business Council. It was a great success. The delegation visited Lahore and Islamabad where delegates, including a large contingent from Ontario's information and communications technology



Premier McGuinty signs the guest book at Raj Ghat, India with Mrs. McGuinty, and Ministers Harinder S. Takhar and Sandra Pupatello.

sector, which is the fastest-growing sector of Pakistan's economy, met with more than 300 prospective partners.

Seven agreements were signed between Ontario and Pakistani organizations, and ooober Inc. from Richmond Hill announced it will open a software development centre in Islamabad. Premier McGuinty also announced that Ontario will twin with the province of Punjab, and a Joint Declaration of Cooperation was signed between the two jurisdictions.

Commenting on the success of the missions, Minister Takhar said, "In today's competitive economy, it's important that we take Ontario's message to the world. Missions such as these help showcase the innovation and strength of Ontario's business community, help Ontario's small and medium- and large-scale companies grow internationally, and create new jobs and opportunities for Ontarians."



**Trade
Missions to
India and
Pakistan
Yield BIG
Results**

India mission delegates and officials.



To learn more about the Ontario trade mission to India and Pakistan visit:
www.ontariocanada.com/ontcan/indiapakistan/en/home_en_new.jsp.

A **growing** contribution to Ontario's economy

Ontario is home to more than 500,000 people of Indian descent. With a high rate of business ownership, this community accounts for a significant proportion of the province's small and medium-sized businesses. This vibrant business community is represented by the Indo-Canada Chamber of Commerce (ICCC) (www.iccc.org/ICCC/).

"We're a national organization with about 1,000 members," says Vinay Khosla, ICCC director and chair of its Small and Medium Enterprise (SMEs) Committee, "but because of demographics, the bulk of our membership is in Ontario. We also have chapters in other cities, and are growing across Canada, but our core is here in the Greater Toronto area."

The ICCC offers its members a wide variety of services, including seminars, conferences, and an annual awards program. One of the group's key goals is to promote trade and commerce between Canada and India and other countries. The ICCC was a key player in the Ontario government's recent trade mission to India and Pakistan.

"We were heavily involved in the trip," says Khosla, "and we produced a kick-off event for Premier McGuinty in New Delhi. We helped our members connect with senior Indian government officials and business representatives. We also assisted our members with logistics for the mission, which helped remove the intimidation factor for some of them."

Khosla points out that, since the vast majority of the Indo-Canada Chamber's members are SMEs, informational services such as roundtables and training sessions are a top priority.



Premier Dalton McGuinty and Mrs. McGuinty with the ICCC Board of Directors.

"Most of our members are very good at things like cost control and inventory management," says Khosla, who is a senior tax manager at SB Partners LLP, Chartered Accountants in Burlington. "But sales and marketing in a North American context is a prime challenge for many. Recently we had a professional trainer speak on how to generate free publicity for your business, and we also held a webinar on exporting to the U.S. market. Our SME members represent a broad spectrum of businesses in Ontario, but they share a lot of informational needs."

The rapidly growing Indo-Ontarian business community has prompted one of the ICCC directors to conduct a study for the ICCC that will produce a clear sector profile.

"This community is a vital part of the Ontario economy," says Khosla. "There are so many things we need to know to serve them better. We're doing a detailed study that will give us the data we need to help them continue to contribute to Ontario's growth."

Ottawa company taking the mobile wireless Business BY STORM

THE FIRST PRODUCT OF OTTAWA-BASED TENXC WIRELESS HIT THE MARKET JUST A YEAR AGO, BUT THE WIRELESS SYSTEMS DEVELOPER ALREADY COUNTS SOME OF THE WORLD'S MAJOR WIRELESS OPERATORS AS CLIENTS.

That's because TenXc has a solution to the growing problem facing wireless providers like Telus, Bell and Rogers here in Canada: how to continue to provide dependable service in an exploding services market.

"There are more people using wireless devices than ever before and service providers are offering more data-rich services," explains TenXc's vice president of marketing, Ross Ernst. "That's starting to create more traffic than wireless providers can handle."

There are only a few ways to solve the problem. One is to build more cell tower sites. Another is to buy new airwave capacity or spectrum. But both are expensive alternatives.

Enter TenXc.

Its unique technology makes it possible for wireless companies to optimize their existing capacity quickly and cost effectively. The result is increased dependability.

"The wireless industry is highly competitive and our technology gives our clients a real advantage," says Ernst.

That explains why TenXc has been expanding its business so quickly.

The small company has about 60 employees, most of them working in the firm's Ottawa R&D centre, with customers in Canada, the U.S., Southeast Asia and Latin America, and it will soon be expanding into Europe. In fact, the company's latest product, aimed at international markets, was launched at the 3GSM World Congress in Barcelona, Spain, February 12, 2007.

"3GSM is the Olympics of the mobile industry," says Ernst. "This event provides an excellent platform for us to demonstrate our commitment to supporting wireless services growth in international markets."

TenXc participated in the Ontario government's recent trade mission to India and Pakistan where the company announced the opening of a new development centre in Islamabad, Pakistan in partnership with the Pakistani company Coherent Designs Pvt. The new centre will work closely with engineers in Ottawa to enhance next-generation 4G wireless access systems.

"With this new centre we'll have round-the-clock product development, which will accelerate the process of getting our solutions to market," says Ernst, who notes that TenXc has won a number of industry awards including an IEEE (Institute of Electrical and Electronics Engineers) chapter award for innovation.

"We've had tremendous support from the Ontario government since the very start," says Ernst. "The Ontario Centres of Excellence, through the Centre for Communications and Information Technology, helped create the company and was an early investor."

"We've also used the services of the ministries of Small Business and Entrepreneurship and Economic Development and Trade to help us with market research, introductions, and getting ready to export in a number of countries."

For more information on TenXc, visit www.tenxc.com.



From humble beginnings in a Mississauga basement in 1990, Ni-Met Metals and Minerals Inc. has emerged as a leader in some of the world's most competitive markets. Today, the international trading company is doing business in more than 20 countries and meeting the growing demand for quality resources in diverse sectors. Ni-Met recently took part in Ontario's trade mission to India.



Anil Shah

Keeping commodities moving around the world



"I literally started the company in the basement of my house," says Anil Shah, Ni-Met president. "We built the company on a foundation of trust and goodwill, and it has paid off. We have moved several times since and are now outgrowing our current 18,000 square feet."

As soon as he arrived in Ontario, Shah applied the experience he had gained from working in the metals industry in India since 1979 to his new company. As an intermediary, Ni-Met serves both buyers and sellers of commodities.

"Suppose a steel mill needs 50 tonnes of nickel on May 1," says Shah. "We buy that material from our supplier, wherever he may be in the world, and guarantee delivery to the steel mill. Timely delivery and payment are both crucial in these commodity-based industries, and our involvement in a deal ensures that it always happens. Everyone's interests are protected."

Ni-Met has built a network of strategically located business associates, creating a strong alliance with international producers, traders and end users that serves diverse industries that include steel and alloy steel, non-ferrous metals, metal salts and chemicals. The Ni-Met formula is simple: give your customers the resources they need, at the right price, *exactly* when they need them.

"Our business is built on service and the value we add through that service," says Shah. "We have an ISO 9002 certified environment and established market credentials. Our staff speaks a total of 10 languages, and they are all very comfortable working internationally."

Ni-Met also works with recyclers to achieve high recovery rates and find new markets for post-industrial products. The company's sales activities keep a lot of material out of landfills, including PET (plastic) bottle scrap and flakes, PVC plastics, and electronic scrap like discarded cell phones and batteries.

"If you know where to look, there is a market for almost everything," says Shah. "Our job is to understand the consumer's requirement and find the most cost-effective raw material. Our suggestions help the customers to make the most efficient use of materials, whether it's nickel or chemicals or plastics or batteries. It's a service that adds value to the traditional trading activity and enables us to grow all around the world."

Ni-Met is now at the point in its growth cycle where the company doesn't need physical space to trade in commodities.

"We have the efficiencies and systems in place that let us buy and sell without physically handling the material ourselves," says Shah.

Encouraging Entrepreneurship among young women

More than 250 young women from across the Greater Toronto Area attended Ontario's first *Young Women Entrepreneurs Conference*, a one-day event created with their future in mind.

"Many Ontario women are choosing the path to entrepreneurship," says Harinder S. Takhar, Minister of Small Business and Entrepreneurship. "Our goal is to open up the path even further, and encourage young women to recognize business ownership as a viable career option for an exciting future."

Ontario's Ministry of Small Business and Entrepreneurship organized the conference in partnership with George Brown College and Greater Toronto Area school boards. It was designed in recognition of women's growing interest in entrepreneurship. Women now own or co-own one out of every two small and medium-sized business in Ontario, and head four out of five new businesses. The number of Canadian businesses owned or co-owned by women has jumped from 150,000 to 450,000 over 20 years (according to a 2001 Census study).

Conference attendees included female students from George Brown College and Grades 11 and 12 from across the GTA. During the event, they heard from an impressive line-up of successful women entrepreneurs who shared their experiences about starting and running a business and the qualities and skills required to be successful. They participated in interactive workshops on such diverse issues as financing, developing marketing and promotion campaigns, and balancing the demands of work and personal life. The students also learned of the many resources available to them if they choose entrepreneurship as a career, including several Ontario government programs (see www.sbe.gov.on.ca) aimed at nurturing an entrepreneurial mindset and skills in youth.

**SBE Minister
Harinder S. Takhar speaking
at the Young Women
Entrepreneurs Conference**

"Entrepreneurship is not only extremely rewarding on a personal level, it is also the engine that propels our economy," says Takhar.

Ontario's small and medium-sized businesses constitute 99 per cent of all businesses in the province, and account for over half of Ontario's jobs. "These companies were all launched by individuals with an entrepreneurial spirit, vision and the determination to succeed. We saw that same spirit in the young women attending our conference. We're committed to helping them turn their creativity, energy and ideas into the successful businesses and jobs of the future," adds Takhar.



ONTARIO SMALL BUSINESS BEAT

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The focus of this newsletter is on business—successes, news, trends, opportunities, challenges and issues affecting Ontario's small and medium-sized business climate. Information is drawn from ministries and agencies across government and from other public sources believed to be reliable. All efforts are made to ensure timeliness and accuracy.

La version française du *Ontario Small Business Beat* est disponible sous le titre *Coin des petites entreprises de l'Ontario*.

We want to hear from you.

Comments and contributions are welcomed. Please write us by mail, fax or e-mail.

