

Access Manitoba

HEALTH RESEARCH GETS SHOT IN THE ARM

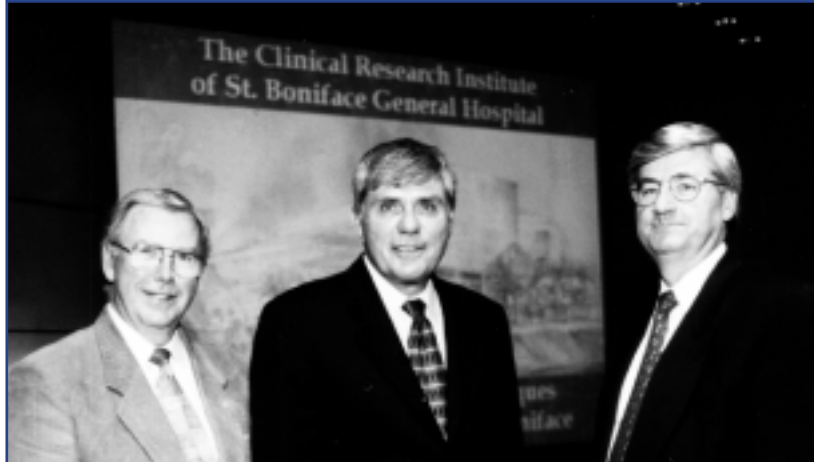
Health Research got a shot in the arm recently when it was announced that Manitobans would soon be able to benefit from a new \$25 million state-of-the-art clinical research unit that will conduct innovative landmark research into pharmaceuticals, biotechnology and medical devices. The new facility, soon to be built in Winnipeg, will not only advance medical research in Canada, but will ensure Manitoba stays a leader in the medical research field.

The **Clinical Research Institute of St. Boniface General Hospital (CRISB)** will be a 100,000 sq. ft. facility located adjacent to the existing St. Boniface General Hospital and connected via an enclosed walkway. The research conducted at the new facility will fill a gap that exists between basic animal-based research and later stage clinical trials on humans. Once completed, Manitobans will have the benefit of being among the first to take part in trying out some of the new medical technology that will be developed.

The Honourable Ron J. Duhamel, Minister of Veterans Affairs and Secretary of State for Western Economic Diversification and Francophonie, announced a \$5 million investment in the

project which is expected to employ as many as 300 people, including researchers and support staff. "The Government of Canada is committed to being a key player in partnerships - with both the public sector and private industry - that must be forged in order to bring this type of project to fruition," said Minister Duhamel.

Facilities of this type currently exist in Toronto and Vancouver, making this research centre the third of its kind in Canada.



(left to right) Bill Norrie, Chair of St. Boniface Research Centre Foundation, the Honourable Ron Duhamel, Minister of Veterans Affairs and Secretary of State (Western Economic Diversification, Francophonie) and Hubert Gauthier, President of St. Boniface Hospital.

The early human trials will take place in a space resembling an Intensive Care Unit (ICU) designed to test drugs and medical devices.

Harry Schultz, Director-Business Operations for St. Boniface General Hospital Research Centre said, "This is a worthwhile project that will have local economic spin-offs, along with improvements in health care."

The facility is expected to not only further research, but also create jobs in Manitoba while providing an economic stimulus in the health care field. The world-class facility is expected to attract researchers, entrepreneurs and health care firms interested in testing their products or incubating new medical technology.

There's No Business Like E-Business

Forget show business, there's no business like e-business! These days, more and more business is being conducted electronically and small and medium-sized enterprises (SMEs) are getting into e-commerce in a big way. The Internet is helping to level the playing field and make it easier for SMEs to compete.

An e-business plan may soon be as important to a business as a phone is, but the Internet is changing so quickly that it is hard to know what to do first or where to turn for quality information. So the Government of Canada has stepped forward and is equipping Canadians to succeed.

In October, the **E-Business Service Centre (E-BSC)** – the first of its kind in Canada – opened in Winnipeg. The centre is located downtown across the skywalk from the Canada/Manitoba Business Service Centre in the Cargill Building at 240 Graham.

The new E-Business Service Centre will provide small and medium-sized businesses with everything they need to make the transition into electronic commerce. The centre will provide centralized and credible information, guidance, technology demonstrations and contacts to clients at no charge. The E-BSC emphasizes not only the technical aspect of electronic commerce, but also the business aspect. Businesses must understand both the opportunities and pitfalls of e-commerce in order to make the right decisions for themselves. The centre is a joint project of the governments of Canada and Manitoba with private industry support.

The Honourable Ron J. Duhamel, Minister of Veterans Affairs and Secretary of State (Western Economic Diversification, Francophonie), and the Honourable MaryAnn Mihychuk, Manitoba Minister of Industry, Trade and Mines, were on hand to officially open the centre and congratulate all of the partners in the endeavour. The joint venture was first announced in June at the E-Business: A Small Business Perspective conference in Winnipeg, also a government initiative to assist businesses to explore electronic commerce.



Dr. Duhamel with the Honourable MaryAnn Mihychuk, Manitoba Minister of Industry, Trade and Mines at the grand opening of the E-Business Service Centre.

Recognizing the importance of e-commerce, in October 1999, the Prime Minister challenged all sectors of the country to work together to capture 5 per cent of the world share of electronic commerce by the year 2003. "The Government of Canada set a goal to make this country a world leader in the smart use of electronic ways of doing business. This is one of the steps we're taking to meet that obligation," said Minister Duhamel at the opening. "This centre is an excellent example of government and industry working together to help capture a greater share of world markets through electronic commerce. These partnerships will make Canada a success in e-business."

The technological world changes at a rapid pace. Today's young people have grown up in that world and are completely comfortable conducting part of their lives on-line. These are our future consumers and business leaders. The E-Business Service Centre will help Manitoba businesses to take their place in the marketplace and in the digital economy and meet upcoming challenges.

For more information on the E-BSC, call 1-888-338-WEST (9378).

GUESS WHO'S COMING FOR DINNER



George Chamaa and The Honourable Ron Duhamel, Minister of Veterans Affairs and Secretary of State (Western Economic Diversification, Francophonie) at the official opening.

*What would you do if you had one day and 7,000 meals to cook? Phone George Chamaa at **Roastwell International** and he'll give you the answer.*

George has just expanded his three-year-old Roastwell International home meal replacement business from a 2,000-square-foot retail store on Pembina Highway to include a 25-employee, 10,500-square-foot, large-scale manufacturing plant in St. Boniface.

Western Economic Diversification (WD) assisted George in this expansion by providing advice and referrals, and by working with CIBC to arrange a loan through the **Agricultural Value-Added Loan Fund**. The Honourable Ron J. Duhamel, Minister of Veterans Affairs and Secretary of State for Western Economic Diversification and Francophonie, was on hand to help George cut the ribbon at the official opening of his new facility. "Roastwell is an

excellent example of how local businesses are fuelling Manitoba's growing economy. Jobs are being created and Manitoba's economic future looks promising," said Minister Duhamel.

As gourmet take-out specialists, Roastwell International provides a flavourful and nutritious wide range of meals, including lemon chicken, veal, barbecue beef, tenderloin pork, teriyaki beef and chicken. These meals all come with oven-roasted potatoes, rice pilaf and vegetables.

"This new expanded facility will allow us to start off making 5,000 to 7,000 meals a day and then begin increasing production until we are tripling that number and employing as many as 90 people on two shifts," Chamaa said. "We currently offer 15 meal choices, more than any other company in North America, and we are working on developing more including lines for consumers with special needs."

Roastwell's customers include several convenience and grocery stores and seniors' homes, and Chamaa hopes to add several more to his list before the end of the year. He plans to enter the U.S. market and has already taken steps to ensure the market expansion happens by complying with the Hazard Analysis Critical Control Points program, an internationally-recognized food production process.

Manitoba:

Place to Be – Place to Stay

Jonathan

Strauss is a man with a purpose. He believes Manitoba is a great place to live, work and play, and he wants other young people to realize it too. In an effort to get his message across, Jonathan, as president of Strauss Communications, is bringing together high school students to receive information on career opportunities directly from business leaders.

The **Manitoba: Place to Be – Place to Stay** conference is designed to showcase the many exciting employment and entrepreneurial opportunities available in Manitoba and, therefore, keep young Manitobans in their home province when they enter the workforce.

Held for the first time in November 1999, the conference was such a success it even received a Star award in the Best Conference category from the Canadian Event Industry Awards! So this time, it is not only taking place in Winnipeg (on February 2, 2001), but also in Brandon (February 8). Events are being planned in Saskatchewan, as well.

At last year's event, 200 business leaders joined over 270 students, along with 59 guidance counsellors, representing 54 high schools. By adding the second location, the 2001 conferences are expected to reach a total of almost 1,000 students, three times as many as the first conference.

Like last year, the daylong event will include seminars, workshops, a trade show of employment opportunities and a 'Power Lunch' where the students sit with the business leaders in an interactive environment to learn from the experiences of the other. In this way, the conferences will provide a forum for executives from different corporations to offer their views to potential young entrepreneurs, including why being based in Manitoba has helped their businesses flourish. In addition, the executives will be able to highlight the type of skills that are needed in order to work and succeed in private industry, either as an employee or as an entrepreneur.

In the Speech from the Throne, the Government of Canada made a commitment to ensuring young Canadians receive career information, access to work experience and learning opportunities. Western Economic Diversification is a proud sponsor of the conferences, believing they are helping to lay a solid foundation for economic prosperity in the future. Today's youth are our greatest resource.

So spread the word: Manitoba is indeed a great place to be and a great place to stay.

For more information on the conferences, call Strauss Communications at (204) 947-9766 or e-mail info@strauss.mb.ca.

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