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ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

E X P A N D I N G

Y O U R

M A R K E T S . . .



Next Door And
Around The World

Discover

new

market

opportunities

for your

business

at home

and

abroad.



Industry Canada Industrie Canada

Canada




Welcome to the world of opportunity...

This publication was developed to inform Canadian Aboriginal businesses about the special services available through *Aboriginal Business Canada* to help them expand their markets, become export-ready, or to pursue export markets.

It also provides information to potential joint venture partners and to the range of federal, provincial, and territorial trade offices in Canada and abroad, in support of the growing interest in Canadian Aboriginal goods and services.

Take a few moments to look through the following information. If you have any questions or want to talk about a particular market opportunity, please call one of the *Aboriginal Business Canada* offices listed on the back of this publication.



About Aboriginal Business Canada

Aboriginal Business Canada continues a tradition of more than twenty years of Industry Canada support and financial assistance to Status Indians, Non-status Indians, Inuit, and Métis people—specifically for business purposes. The program offers an array of services and financing needed by Aboriginal clients throughout the full business cycle, including business planning, establishment, expansion, business services, development of new products, and marketing initiatives.

Aboriginally owned and operated businesses are active in every sector of the Canadian economy and are making significant contributions to local and regional economic performance in the process. They are also emerging as exporters.



"We are Nations of Traders"

Aboriginal Canadians have a tradition of trade and commerce which goes back hundreds of years. In today's economy, Aboriginal companies are already trading abroad in forestry products, knowledge-based services, fine art, traditional crafts and sculpture, high fashion, high tech, and many others — as well as helping to bring critical tourism dollars to Canada.

To keep pace with this momentum, *Aboriginal Business Canada* initiated a new strategic plan, under the direction of the program's private sector Aboriginal Economic Development National Board. A key component of this plan is the **Aboriginal Trade and Market Expansion Initiative**, which has been designed in consultation with Aboriginal business leaders, exporters, and trade specialists.

Many Aboriginal companies are well-versed in the procedures and requirements to make this happen. But others with great potential are not always accessing the existing trade programs offered by government — sometimes for lack of information, sometimes because of specific criteria which hamper their participation.

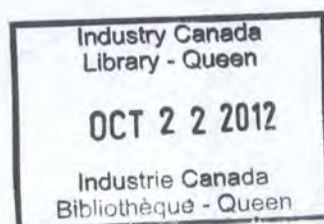
Our **Aboriginal Trade and Market Expansion Initiative** can help. Aboriginal entrepreneurs have worked with us for a long time to achieve their business objectives. As more of them move into the next stage of their growth to tackle export markets, we will continue to be their federal point-of-contact for advice and support.



From Domestic to Export Markets

Aboriginal Business Canada has developed particular strategies to help clients "graduate" from domestic markets to export markets:

- We have assigned specific officers with trade responsibilities in each of our offices.
- We are working with other federal departments and agencies, such as the Canadian International Development Agency, Departments of Agriculture, and Foreign Affairs and International Trade, and other sectors of Industry Canada to help clients take advantage of their programs.
- We are supporting conferences, studies, and information activities related to market expansion for Aboriginal firms.
- We can provide financial assistance, if necessary, to bridge any gaps in service or export financing which may be experienced by Aboriginal companies.



The Keys to Successful Marketing

Know your business

- *What are your financial and human resources? Can your company invest what it takes to enter a new market?*
- *Can you export and still be able to serve your existing customers?*

Know your products

- *What makes your product or service in demand, or unique? What is the competition internationally? If you understand this, you will be able to anticipate potential markets and be ready for them.*
- *Do you need to modify or redesign your product to take advantage of an emerging opportunity?*



Know your customer

- *Who is buying your product or service now, and why? Customer profiles and an examination of your potential market area will help to define who your new customers might be and where to find them.*
- *Understanding your customer will help you to develop your market entry strategy—for example through a trading house or an existing distribution network—until you gain experience.*

Know your competition

- *Research your competitors. Do they have strengths you can learn from, weaknesses which leave a door open for your products? Is the market already saturated with the product or service you wish to sell?*

Have a plan

- *Marketing, like all facets of operating a business, requires considerable planning and attention to detail. A comprehensive marketing plan is critical to your business' success.*



Market

Expansion

Expanding your market does not mean moving directly into global trade. Often the first step is to look to larger centres near your business, particularly to neighbouring provinces or territories. Here you may find customers with needs and circumstances somewhat similar to those of your existing customers, and you will be well-positioned to draw on your own experience to satisfy them.

With the reduction of interprovincial trade barriers, Aboriginal businesses have increasing opportunities to do business in other provinces and territories. Depending upon where you are, there may be two or three opportunities “right next door”. Once you have gained experience in these markets, Canada as a whole becomes your marketplace, and *Aboriginal Business Canada* can help you with this domestic expansion.

On the world stage, Canada is one of the world's main trading nations. Our wealth has been largely built on trade, which accounts for more than half of our gross domestic product.

With rapidly-expanding information and communications technology, new trade agreements, and the Government of Canada's redoubled efforts to encourage firms to export, Aboriginal businesses have opportunities for marketing their products as never before. Success in exporting can add jobs to the economy, introduce companies to international standards of excellence, and make them more competitive in both domestic and world markets.



How We Can Help

Aboriginal Business Canada wants to promote competitiveness and excellence among Aboriginal businesses and to support them as they expand their markets within Canada and throughout the world. We can do this in a number of ways.

Business and Market Information Contacts

Aboriginal Business Canada can help you to access business and market intelligence from a variety of sources:

International Trade Centres

Co-located with Industry Canada's **Canada Business Service Centres**, the International Trade Centres have been established as a first point-of-contact for Canadian companies wishing to export. They operate under the guidance of the Department of Foreign Affairs and International Trade and feature resident Trade Commissioners.

Staff in the International Trade Centres help clients:

- determine whether they are ready to export
- assist firms with marketing research and market planning
- provide access to government programs and financing designed to promote exports, and
- arrange for assistance from specialists in Ottawa and trade officers abroad.

World Information Network for Exports

The World Information Network for Exports (WIN Exports) is a computer-based information system designed by the Department of Foreign Affairs and International Trade to help Canada's trade development officers abroad match foreign customer needs to Canadian supplier capabilities.

Program for Export Market Development

"PEMD" seeks to increase Canadian export sales by sharing the risk and cost of industry-driven activities aimed at developing export markets.

Financial support is available for such things as participation in foreign trade fairs, trips to identify export markets and visits by foreign buyers to Canada, project bidding or proposal preparation, and a number of others, including support towards product testing and demonstration.



International Financing

Canadian exporters interested in multilateral business opportunities financed by international financial institutions can seek help from the Department of Foreign Affairs and International Trade. This can include accessing data on markets and competitors, referrals to funding programs, and advice on product marketing and on an opportunity's potential.

Technology Inflow Program

Managed by the Department of Foreign Affairs and International Trade, and delivered by the National Research Council, this program helps Canadian companies to locate, acquire and adopt foreign technologies by promoting international collaboration.

Business Opportunities Sourcing System

"BOSS" is a computerized databank that profiles thousands of Canadian companies, listing information on products and services in which customers may be interested. Domestic and international subscribers use the system to locate Canadian suppliers and to source market intelligence and opportunities.



Market Intelligence Service

This service, offered by Industry Canada, provides Canadian business — primarily small businesses — with detailed market information on a product specific basis. This assists Canadian companies to pursue domestic, export, technology transfer, and new manufacturing investment opportunities.

Other Organizations with Export Support Financing

- Export Development Corporation
- Canadian International Development Agency
- Atlantic Canada Opportunities Agency
- Western Economic Diversification Canada

As there are a number of sources of information for Canadian firms, we want to ensure our clients have full access to the programs which may help them.

Advice and

Assistance



In cases where it is necessary to supplement these services, *Aboriginal Business Canada* has advice and assistance for the following:

Marketing Planning

We can offer financial support for the development of marketing plans — to address such issues as market research, market entry strategies, product promotion, financing, and transportation logistics.

Networking

A networking service is being developed which will help to identify “Indigenous-to-Indigenous” trade opportunities in which Canadian Aboriginal suppliers can export products or services to Aboriginal customers in other countries, or possibly enter into joint venture arrangements. Some of your best advice will come from entrepreneurs who have become successful exporters.

Aboriginal Business Canada will facilitate this “networking” between government, new exporters and those with relevant experience.



Trade Fairs and Missions

We can provide financial assistance to help clients take part in trade fairs and missions. We will also work with the Canadian International Development Agency, and Foreign Affairs and International Trade Canada to increase the numbers of Aboriginal firms participating in Canadian missions abroad.

Sector-specific Initiatives

We are developing specific strategies to encourage exports in a few key economic sectors, such as Aboriginal tourism and ecotourism, environmental industries, and Aboriginal specialty food products.

This will involve working across government with other departments such as Agriculture Canada, Environment Canada, Western Economic Diversification Canada, and agencies including the new Canadian Tourism Commission. It will also require consultation and collaboration among Aboriginal companies themselves, and networking across provincial and territorial boundaries.



Studies and Conferences

Aboriginal Business Canada can support research and studies into strategic issues facing Aboriginal companies in the areas of market expansion and export trade. And, as mentioned earlier, conferences and workshops which promote increased trade by Aboriginal firms may be eligible for financial assistance.





ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

Aboriginal Business Profile

Khot-La-Cha

Coast Salish Handicrafts

Keeping Native Culture

and Traditions Alive

Khot-La-Cha Coast Salish Handicrafts

270 Whonoak Street
North Vancouver, B.C.
V7P 1P4

Nancy Nightingale
Owner/General Manager

ph: (604) 987-3339
fax: (604) 988-1930



Chief Simon Baker

A Family Tradition

Khot-La-Cha Coast Salish Handicrafts was established by Emily Baker in 1969 on the Capilano Indian Reserve in North Vancouver, British Columbia. She named the store after her husband Chief Simon Baker's traditional name "Khot-La-Cha" which is Squamish for "kind heart".

The store is now owned and operated by Nancy Nightingale, Emily and Simon's daughter.

The store was originally started to give Emily's friends a venue for displaying and selling their traditional native crafts including jewellery, carvings, bead work and clothing. The store features some of British Columbia's finest Aboriginal artists and craftspeople and most artwork is made by members of the Squamish Indian Band.

"The Frankfurt trade fair experience was invaluable in terms of expanding our export market to Germany and eventually to other parts of Europe. Without the assistance of Aboriginal Business Canada we would have missed this opportunity."

Unique and Traditional Products

Khot-La-Cha features hand-carved yellow and red cedar totem poles, plaques, ceremonial masks, Cowichan Indian sweaters, moccasins, limited edition prints, hand-tanned moosehide crafts, and porcupine quill and bone jewellery. The store also carries silver and gold jewellery carved by artisans from the Queen Charlotte and Haida tribes.

In addition to Nancy Nightingale, Khot-La-Cha currently has one full-time and two part-time sales persons. At the end of February 1995, the store's gross sales were over \$300,000 with 1996/97 promising to be an even better year.

Building on Success for the Future



Khot-La-Cha is...

known for offering the highest quality crafts of the Northwest Coast Squamish and dedicated to preserving the historical legacy started by its founder Chief Simon Baker as an ambassador of goodwill for the Canadian people.

Bringing Khot-La-Cha to the World

Khot-La-Cha ships masks, carvings, and totem poles to the United States, Europe, China and Japan. Germany has been identified as a new strategic priority for export.

Working with Aboriginal Business Canada

In 1995, in cooperation with Indian and Northern Affairs, Foreign Affairs and International Trade, and *Aboriginal Business Canada*, Khot-La-Cha and ten other Aboriginal businesses attended the annual fall trade fair in Frankfurt, Germany. The trade fair enabled Khot-La-Cha to explore the market potential in Germany for Aboriginal fine arts and crafts products.

A Lifetime of Commitment

Nancy Nightingale is committed to furthering the success of Aboriginal people and businesses. In 1994 she was the runner-up for the Canadian Woman Entrepreneur of the Year Award in the "Quality Plus" category. And she is currently a director and past vice president of the Aboriginal Peoples Business Association where she plays an active role in strengthening the rights of Aboriginal women.



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ABORIGINAL BUSINESS CANADA
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Aboriginal Business Profile

Meadow Lake

Tribal Council (MLTC)

A healthy economic

balance

Meadow Lake Tribal Council

8003 Flying Dust Reserve
Meadow Lake, Saskatchewan
S9X 1T8

Ray Ahenakew
Chief Executive Officer

ph: (306) 236-5654
fax: (306) 236-6301



"The success of MLTC dispels the idea that First Nations people can't compete in the business world and that we're a burden to taxpayers. Given the opportunity, we can develop our own resources. The federal government's faith in our business plan is well-founded."

Strength in Numbers

Meadow Lake Tribal Council (MLTC) is the political, social and corporate organization of the Meadow Lake First Nations of northwestern Saskatchewan. It represents four Dene and five Cree communities — a total of 8,000 people.

The council consists of nine First Nations chiefs who set the policy for MLTC's operations, elect the Tribal chief, and the Cree and Dene vice chiefs.

The Council's overriding concern is the health and well-being of its members. MLTC is committed to achieving a balance in the spiritual, physical, mental and emotional aspects of its members by increasing their self-reliance.

MLTC's Corporate Assets

MLTC owns and operates Polar Oil, a bulk fuel company; MLDC Investments which manages MLTC's 40% share in NorSask Forest Products; and MLTC Logging and Reforestation. Combined, NorSask and MLTC Logging and Reforestation Inc. employ approximately 240 people and contribute to another 730 related jobs in the area.

Community Responsibility

As part of its commitment to the economic development of Meadow Lake First Nations, MLTC has been equally dedicated to the spiritual and social well-being of its members. It has established day-care and healthcare programs, its own Indian Child and Family Services Agency, and it provides support services to its members in the administration of their own elementary and secondary education programs.

Building on Success for the Future

Working with Aboriginal Business Canada

Aboriginal Business Canada's initial program investment of \$2 million into MLTC's business ventures resulted in the turn-around of a money-losing sawmill (NorSask) into a profitable venture employing local residents in an area which has suffered chronic high unemployment.

MLTC has a 40 per cent share in the sawmill along with its partners — TechFor (40% share), a company owned by the mill employees; and Millar Western (20% share), a family-owned company which owns and operates the world's first zero-liquid effluent pulpmill. These investments have generated \$11 million in taxes, with savings of approximately \$10 million in social assistance costs.

MLTC is developing a long-range economic plan to put its communities on par with the rest of Saskatchewan over a twenty-year period.

This will involve the creation of 150 jobs per year for the next twenty years, for a projected total of 3,000.



Future Economic Development

In 1995, MLTC embarked on a unique partnership between itself and the Corporation Indígena para el Desarrollo Económico de Nicaragua (CIDE s.a.) called Makwa Enterprises. The objective of the partnership is to attract sufficient investment capital to undertake a feasibility study and implementation plan to develop resources in both the northeast Nicaraguan Atlantic Coast Region and the 3.3 million hectares in northwestern Saskatchewan.

MLTC is a model of Indigenous development and through its partnership with CIDE s.a., it can contribute to the well-being and economic development of Indigenous people around the world.

MLTC is...

undertaking the political, program and corporate work necessary so its communities can achieve self-reliance and self-sufficiency in all aspects of life. The Council's vision is evolving into reality.





ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

Aboriginal Business Profile

Torngait Ujaganniavingit Corporation

Exporting Canada to the world

Torngait Ujaganniavingit Corporation

P.O. Box 1000, Station B
Happy Valley-Goose Bay
Labrador, Canada
AOP 1E0

William Barbour
President

ph: (709) 896-8505
fax: (709) 896-5834



A Natural Evolution

Torngait Ujaganniavingit Corporation or TUC Stone Quarries was developed with assistance from the Labrador Inuit Association (LIA). Financing for the quarry was carried out by the Labrador Inuit Development Corporation (LIDC) in 1992 with additional assistance from the Atlantic Canada Opportunities Agency (ACOA), Enterprise Newfoundland and Labrador (ENL), *Aboriginal Business Canada*, and the federal Department of Natural Resources.

For over a century, Aboriginal artisans have been using small amounts of granite found in the northern Labrador region because of the unique and attractive appearance of blue Labradorite crystals in the stone. At trade shows throughout Canada, Italian and German manufacturers displayed a keen interest in the

granite, and in particular, its blue crystals. Seeing the opportunity for export, four members of the Labrador Inuit Association (LIA) presented a business plan to the LIDC to open an area quarry to mine the granite. The project was given the go-ahead by the LIA board in 1990.

Exporting Canada's Semi-Precious Stone

TUC's business was solidified when the Italian/German company, Wibestone A.G. agreed to buy all of the quarry's production. TUC has an eight year contract with Wibestone which markets the stone throughout western Europe and Taiwan. Plans are in the works for the two companies to become equal partners, while TUC currently owns 5% of Wibestone.

In 1995, the quarry produced 581 cubic metric tonnes of stone: 331 cubic metric tonnes of stone were shipped to Italy and the other 250 cubic metric tonnes were held in inventory.

Annual sales for 1995 were \$851,000 CDN and projected sales for 1996 are \$1.25 million.

The corporation is in the process of obtaining financing for a plant to process raw materials into finished products such as table tops, end tables, and monuments, in order that manufacturing revenues can be kept in the area.

The quarry at 10 Mile Bay currently employs 22 people and another six to eight jobs could be created at the manufacturing plant.

Building on Success for the Future

Company Goals

- To promote Inuit involvement and participation in the economic development of Northern Labrador;
- To develop employment opportunities in industries of interest to the membership of LIA;
- To identify and encourage relevant skill development for the membership of LIA;
- To provide informed counsel to the LIA on economic issues; and
- To encourage and participate in cooperative development with national and international Inuit business organizations.



"For over a century, the Inuit of Labrador and Goose Bay have known the beauty of the natural granite found in the area. Now with help from Aboriginal Business Canada and others, we can share that beauty with the rest of the world and increase the self-reliance of our people."

TUC is...

A company which quarries granite containing the semi-precious Labradorite crystals. The unique blue-flecked stone has been used by Aboriginal artisans for over a hundred years.

Working with Aboriginal Business Canada

Aboriginal Business Canada has served as a valuable resource for TUC since the company's inception. In 1994, TUC received support from Aboriginal Business Canada which allowed the company to hire an experienced quarry master at a reduced cost. Also, TUC utilized \$200,000

worth of Aboriginal Business Canada monies to buy necessary start-up equipment. And, Aboriginal Business Canada continues to assist TUC in its advisory role to the board of LIA.





ABORIGINAL BUSINESS CANADA
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Aboriginal Business Profile

Grey Owl Marketing Ltd.

Exporting Nature's Gifts

to the World

Grey Owl Marketing Ltd.

P.O. Box 3003
Prince Albert, Saskatchewan
S6V 6G1

John Hemstad
General Manager

ph: (306) 953-2770
fax: (306) 953-2440



"Our commitment to the quality of the product and the people who work at Grey Owl, has driven our success in exporting Saskatchewan wild rice throughout the world."

A Company Built on Co-operation

Grey Owl Marketing Ltd., headquartered in Prince Albert, is owned by 72 Saskatchewan Indian Bands. Incorporated in 1984, Grey Owl initially focused on marketing Saskatchewan Lake wild rice.

The Indian bands control the majority of the wild rice harvesting operations, own 75 per cent of the wild rice processing plant in La Ronge, Saskatchewan and 100 per cent of Grey Owl Marketing Ltd.

Grey Owl employs eleven people and sales in 1995 were almost \$3 million.

Focused on Marketing and Exports

Early on, the company embarked on a comprehensive marketing strategy to broaden wild rice markets in Canada and the United States and to expand into Europe. To date, the company has established successful trade networks with Germany, France and Britain.

To access the American marketplace, the company developed a U.S. division headquartered in Grand Rapids,

Minnesota. This strategy allows Grey Owl to pursue markets across the USA and to source USA products complementary to Grey Owl's marketing strategy. Presently, greater than 90 per cent of company sales occur outside of Canada.

The company's success in marketing and exporting wild rice resulted in Grey Owl being a 1995 finalist for the Saskatchewan Annual Achievement for Business Excellence - Exports (ABEX) award.

Building on Success for the Future

Grey Owl Wild Rice Products

Grey Owl has a wide range of wild rice products including pure wild rice and various blends of other rices and dehydrated vegetables. Wild rice is a cereal grain native to North America and is naturally grown in Saskatchewan lakes without the need for chemicals or fertilizers.

Historically, this nutritious grain was eaten by the Indian people who referred to it as "manomin" or gift of the great spirit. Early explorers to North America named this aquatic grain "wild rice" and consumed it as a vital source of nutrition. "Wild rice", however, is a unique plant species, unrelated to rice.

Grey Owl presents these food items in their natural flavour and does not add additives, preservatives, or artificial flavourings.

Some of Grey Owl's products include:

- Canadian Lake Wild Rice
- Minnesota Cultivated Wild Rice
- Micro-Wild Garden Pilaf
- Country Kitchen Wild Rice Pilaf
- Pre-cooked Canned Wild Rice



Working with *Aboriginal Business Canada*

Aboriginal Business Canada has contributed approximately \$100,000 to assist Grey Owl in its marketing initiatives. Some of the funds were used to determine the feasibility of developing markets for wild rice, and in on-going operational and management assistance for the company.

Grey Owl is committed to building a strong Aboriginal economy as it participates in the global marketplace. The company is well-positioned to expand its accomplishments in marketing Aboriginal food products.

Grey Owl is...

a leader in marketing high-quality food products to world markets for the benefit of Indigenous people.





ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

Aboriginal Business Profile

MEC Systems Inc.

Trading to Over

40 Countries

MEC Systems International Inc.

44775 Yale Road W.
Sardis, B.C.
V2R 1A9

Steve Crawford,
President and
Chief Executive Officer

ph: (604) 792-7779
fax: (604) 792-7072



Innovators of New Technology...

MEC has been designing and manufacturing innovative high pressure cooling, humidifying and fogging equipment for the agricultural industry since 1980. Over the last three years, MEC has developed new technology for smoke, dust and odour controls specifically directed to those industries trying to control the levels of pollution emitted by their operations. These include oil refineries, pulp mills and sewage plants.

MEC Systems is one of only five companies worldwide making this particular type of high pressure water-fogging equipment and the only company in the world developing this technology for the pollution control industry at this time.



"MEC Systems Inc.

is one of only

five companies

worldwide making

this equipment..."

How MEC's Systems Work...

The systems work primarily by taking ordinary water, treating and filtering it and then pumping it up to 1000 PSI. The water is then delivered down a stainless steel tube. As it travels down the tube, the water is atomized into billions of micro-size particles. When the system is used for cooling the environment, the water particles are "flash" evaporated into the hot air, removing heat and humidity and allowing the cool air to come down.

When the system is used to eliminate odour and dust, neutralizers are injected into the water before the micro-size particles are released into the air. All fogging systems are custom designed and have a wide variety of uses for all industrial applications.

Building on Success for the Future

A Bright Future Ahead...

MEC has signed a licensing agreement for cooling applications in Saudia Arabia and is currently negotiating a similar agreement in the far east. MEC has over 100 dealers worldwide and is exporting to over 40 countries.



Working with Aboriginal Business Canada...

Aboriginal Business Canada has provided financial assistance for marketing and the development of new products. The program's assistance has also enabled MEC to attend environmental trade shows in Mexico and Barbados.

Aboriginal Business Canada has been instrumental in MEC's recent success in penetrating the pollution control industry and MEC is now well positioned for continued success in the expansion of this market.

MEC Systems Inc. is...

MEC Systems Inc. is a closely held private corporation with offices and plant in Sardis, B.C. Steve Crawford, President and CEO, is Métis. He owns 72% of the company. The company employs 10 full time and 3 part time staff and has projected gross sales of \$12 million per year by 1999.



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Canada



ABORIGINAL BUSINESS CANADA
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Aboriginal Business Profile

Unaaq

Integrating Tradition

with the

Modern World

Unaaq

431 Gilmour Street
Ottawa, Ontario
K2P 0R5

Jackie Koneak
President

ph: (613) 234-4550
fax: (613) 234-4317



*"Unaaq believes partnership
with Indigenous peoples is both
responsible and progressive..."*

Profile

Established in 1987, Unaaq was originally involved in the management of shrimp and groundfish licences in the Eastern Arctic but has expanded operations to include fisheries policy and planning services, fisheries management, and consulting services.

The People

Unaaq is owned by the Inuit people of Northern Quebec and Baffin Island through their respective development corporations, Makivik Corporation and Qikiqtaaluk Corporation. Unaaq trains and coordinates the crews to operate the licenses owned separately by Makivik Corporation (through Seaku) and by Qikiqtaaluk Corporation.



Building on Success for the Future

Marketing Successes

Success in the fishery operation led to the establishment of consulting and training divisions. Working with organizations such as the Canadian International Development Agency and world development banks to market its consulting expertise, Unaaq has made inroads into export markets.

The company has exported its expertise in fisheries development to Eritrea, India and Nicaragua, and in aquaculture development, to Sri Lanka and Ecuador. Unaaq has put together, and now offers, training packages to potential exporters.



New Products in New Markets

Unaaq has undertaken a series of projects in different parts of the world transferring technology to developing communities using its own experience in the commercial fishing industry as a model. With Aboriginal Business Canada's support, Unaaq has been involved in the following:

- Development of cooperative fishing enterprises in the Azores;
- Fisheries surveillance planning and operations in Sierra Leone;
- Evaluation of shrimp aquaculture in Sri Lanka;
- Establishment of a business development training institution in Belize for the Mayan and Garifuna people;
- Development of a guidebook for Aboriginal businesses interested in pursuing projects with international finance institutions such as the World Bank and the United Nations Development Program;
- Development and delivery of an export management course for Aboriginal companies and organizations;
- Development of a series of videos profiling successful Canadian Aboriginal exporters; and,
- Completion of an eco-tourism market study for the Eastern Arctic.



Unaaq is...

Unaaq is a proud Aboriginal company with a profound respect for the traditional ways. Through Unaaq, over 100 Inuit are self-employed on fishing vessels, injecting over \$3 million per year into the economies of northern communities.





ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

Aboriginal Business Profile

Abenaki Associates

Technology for

Self-Reliance

Abenaki Associates

107-1803 St. Joseph Blvd.
Orleans, Ontario
K1C 6E7

Percy Barnaby
President

ph: (613) 837-0926
fax: (613) 837-7548



"At Abenaki, client feedback is essential for training effectiveness..."

The Firm

Abenaki Associates was established in 1981. The company is federally incorporated with offices in the Ottawa area.

The corporate objective of Abenaki is to provide professional training and computer-based services to communities and organizations to facilitate self-reliance, management efficiency and resource development. An Aboriginal business, Abenaki offers a high level of service backed by the practical experience of the owners and trainers in working with First Nations clients.

Abenaki has provided computer and management training services to over 7,500 clients from more than 400 Aboriginal communities, organizations and businesses.



Training and Management Services

Abenaki's training expertise is recognized by First Nations themselves, as well as by provincial and federal governments. Training programs are subject to continuous evaluation and improvement based on feedback from clients to ensure optimal training effectiveness. Many of Abenaki's training sessions are custom-designed for specific groups or individuals taking into account the client's requirements.

Fields of expertise within the firm include:

- Community and Economic Development
- Business Management
- Project Management
- Human Resource Management
- Geographic Information Systems (GIS)
- Land Claim Information Systems
- Automated Accounting (ACCPAC)
- Financial Analysis
- Management Audits and Reviews
- Management Systems
- Electronic Communication
- Systems Integration/Networks

Award Winning Firm

In December 1994, Abenaki Associates won a Housing Award from Canada Mortgage and Housing Corporation (CMHC) for the development of the Abenaki Housing Inventory Management Module. Abenaki's software package enables housing organizations to maintain accurate inventories of their portfolio of units, appliances and tenants. The package also tracks repair and maintenance costs and can assist housing organizations in budgeting.



Abenaki Associates is...

Working with Aboriginal Business Canada

Aboriginal Business Canada has assisted Abenaki with the expansion of its operation and to customize the First Nations Management software for other applications. As part of its new marketing initiative, the program is helping the company prepare for entry into export markets with support towards market research and participation in software trade shows.

Abenaki Associates, founded by Percy and Carol Ann Barnaby in 1981 was joined by Michelle Poirier in 1984. Abenaki has expanded into a leading edge service provider of software development and training for a growing number of Aboriginal communities. The company has 7 full time employees and over 20 associates working with Abenaki on a project basis.



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Expanding your markets ... :
next door and around the
world

Get Ready to Expand

Your Market ...

and Your Business

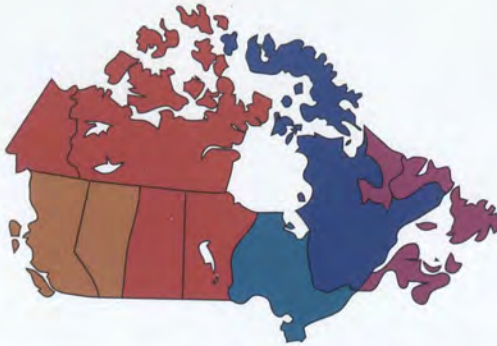
Broadening your company's market horizons can be exciting and rewarding, but be sure you are ready. You must invest a significant amount of time, money, and effort. Companies which take the step to expand their markets must be prepared to continue for the long haul.

If you are serious about expanding your current market and you would like to explore this further, please contact one of our *Aboriginal Business Canada* offices and ask to speak to a trade specialist.

INDUSTRY CANADA / INDUSTRIE CANADA



209622



ABORIGINAL BUSINESS CANADA REGIONAL OFFICES

ATLANTIC REGIONAL OFFICE:

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Industry Canada
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Halifax, Nova Scotia
B3J 2V9
Phone: (902) 426-2018
Fax: (902) 426-2624

QUÉBEC/EASTERN ARCTIC REGIONAL OFFICE:

Aboriginal Business Canada
Industry Canada
Suite 2604
800 Tour de la Place Victoria
P.O. Box 289
Montréal, Québec
H4Z 1E8
Phone: (514) 283-1828
Fax: (514) 283-1843

ONTARIO REGIONAL OFFICES:

Aboriginal Business Canada
Industry Canada
Dominion Public Building
4th Floor, 1 Front Street West
Toronto, Ontario
M5J 1A4
Phone: (416) 973-8800
Fax: (416) 973-2255

Aboriginal Business Canada (sub-office)
Industry Canada
Time Square
1760 Regina Street South
Sudbury, Ontario
P3E 3Z8
Phone: (705) 522-5100
Fax: (705) 522-5225

CENTRAL REGIONAL OFFICES:

Aboriginal Business Canada
Industry Canada
Room 608, 330 Portage Avenue
P.O. Box 3130
Winnipeg, Manitoba
R3C 4E6
Phone: (204) 983-7316
Fax: (204) 983-4107

Aboriginal Business Canada (sub-office)
Industry Canada
Suite 401
119 - 4th Avenue South
Saskatoon, Saskatchewan
S7K 5X2
Phone: (306) 975-4329
Fax: (306) 975-5334

If phoning from Manitoba, Saskatchewan or Northwest Territories,
you can call 1-800-667-1222

WESTERN REGIONAL OFFICES:

Aboriginal Business Canada
Industry Canada
Suite 810
650 West Georgia Street
P. O. Box 11551
Vancouver, British Columbia
V6B 4N8
Phone: (604) 666-3871
Fax: (604) 666-0238

Aboriginal Business Canada (sub-office)
Industry Canada
Canada Place
Room 545
9700 Jasper Avenue
Edmonton, Alberta
T5J 4C3
Phone: (403) 495-2954
Fax: (403) 495-4172

OTHER ABORIGINAL BUSINESS CANADA OFFICES:

Aboriginal Business Canada
Industry Canada
1st Floor West
235 Queen Street
Ottawa, Ontario
K1A 0H5
Phone: (613) 954-4064
Fax: (613) 957-7010

Aboriginal Capital Corporations
Aboriginal Business Canada
Industry Canada
7th Floor, 330 Portage Avenue
P.O. Box 3130
Winnipeg, Manitoba
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Phone: (204) 983-5136
Fax: (204) 983-8954



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