



## Caribbean Mission Successful in Promoting N. B. Products and Services

As part of Industry, Science and Technology Canada's continuing efforts to establish markets for New Brunswick in small island state countries, a two week Caribbean Mission took place in late November and early December.

Countries visited were Puerto Rico, Jamaica, the Dominican Republic, Trinidad and Tobago.

The Mission was organized and sponsored by the International Trade Centre - Moncton in conjunction with trade commissioners on each island visited, who hosted and set up meetings with interested contacts.

N. B. companies taking part in the mission were Britnell Trading, Saint John; Cabot Enterprises, Moncton; GTA Consultants (fisheries consultant), Shediac; Canron Pipe Atlantic, Saint John; Donovan Chemicals, Saint John; The Food Group, Saint John; Mel Environments Ltd., Moncton; Victoria Co-op., N. S.; as well as one representative each from Industry, Science and Technology Canada, and Commerce and Technology.

According to Guy-André Gélinas, Senior Trade Commissioner with ITC, the event proved very successful. "We were able to promote and make contacts for a great many of our province's commodities and services including food stuffs, non-food items, building materials, office/hospitality and theatre furniture, as well as fisheries consultation."

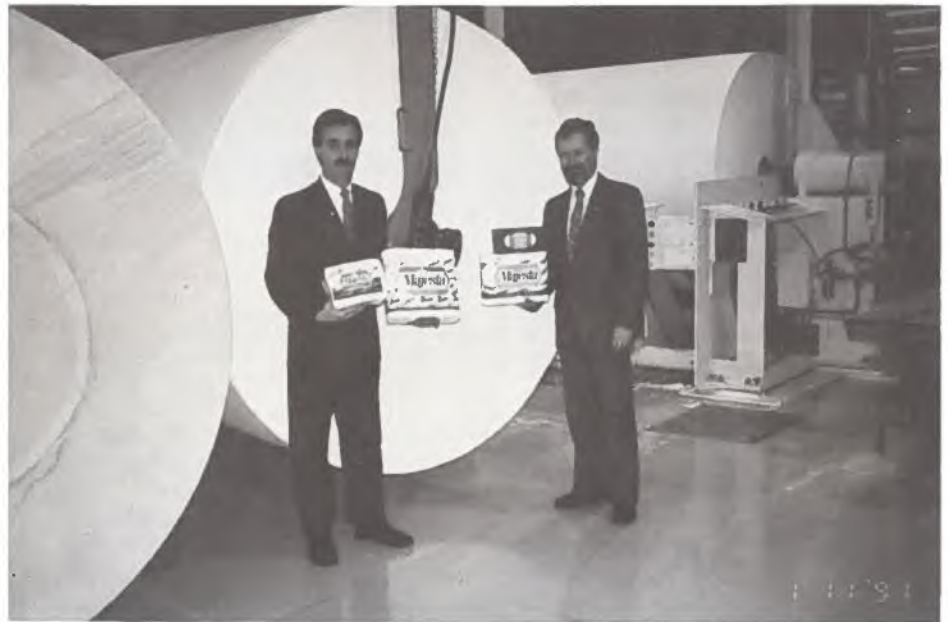
As a direct result of the mission Cabot Enterprises, a Moncton-based trading house, has begun shipping one of its product lines to the Caribbean. "As of December 1990, the Majesta line of facial and toilet tissue, paper towels and napkins is being

shipped to Puerto Rico," says Jeff McCullough, Vice-president and General Manager of Cabot Enterprises. "Prior to November, we had made contacts and scouted that market but very definitely, the trip put the finishing touches on our actually beginning to export Majesta. The doors were also strengthened to market other lines handled by our company as well." McCullough terms the Caribbean Mission "extremely successful" for Cabot Enterprises.

Gélinas says the purpose of establishing the Caribbean market is two-fold. "Not only are we instituting markets for New Brunswick products, we are increasing the use of the port

of Saint John. We have a competitive edge in exporting to these island states as we have the Saint John port as part of the province. This definitely figures in making New Brunswick products price competitive and equally as important, it increases activity at the port."

Businesses interested in taking part in the next Caribbean Mission (date to be determined later) are encouraged to call Guy-André Gélinas at the Industry, Science and Technology Canada office in Moncton at 851-6440. The itinerary includes visits to Nassau, Freeport, Grand Cayman, Martinique and Guadeloupe.



Jeff McCullough, V.P. and G.M. of Cabot Enterprises (left) and Guy-André Gélinas, Senior Trade Commissioner, ITC, (right) are shown with a sample of Majesta products being shipped to the Caribbean.

## Activities planned by Technology Partners Forum

The 8th meeting of the New Brunswick Technology Partners' Forum was held in March, chaired by ISTC-New Brunswick.

The Forum, which meets three or four times a year, is made up of 14 member organizations, in addition to ISTC. Forum members are all involved in various ways in the development, transfer or acquisition of technology.

In addition to regular meetings, a number of proactive activities are in the planning stages involving Forum members. The first is an ISTC led mission of members to Europe which will focus on providing participants with a European perspective on the use of technology as a basis for improving the competitive position of New Brunswick firms. It will also provide exposure to various science and technology networks and business oriented services and programs designed to build industrial competitiveness. The mission is scheduled for April 1991.

The second activity is a proposed technology transfer mission to the Boston area, proposed for June 1991. The mission, organized by ISTC-New Brunswick and the Canadian Consulate General in Boston, Massachusetts, will focus on the experience of the Northeast United States in using technology-based development as a basis to diversify the economy.

Further information on the Technology Partners' Forum and its activities is available by contacting Victor Landry - ISTC Moncton at (506) 851-6421.

## Display Space Available

Display space for products that are "made in New Brunswick" is available at the Business Service Centre in Moncton.

According to Jeanne Cormier, Coordinator of the BSC, anyone in the province wishing to make use of the opportunity to exhibit their items is encouraged to call her at 851-6424 for information.

## InvestTech '91 provides new sources

Looking for new sources of technology and capital? In today's competitive marketplace, finding the right sources of money and know-how can give your company the competitive edge it needs. An alliance with the right partner can leverage your special strengths into foreign markets.

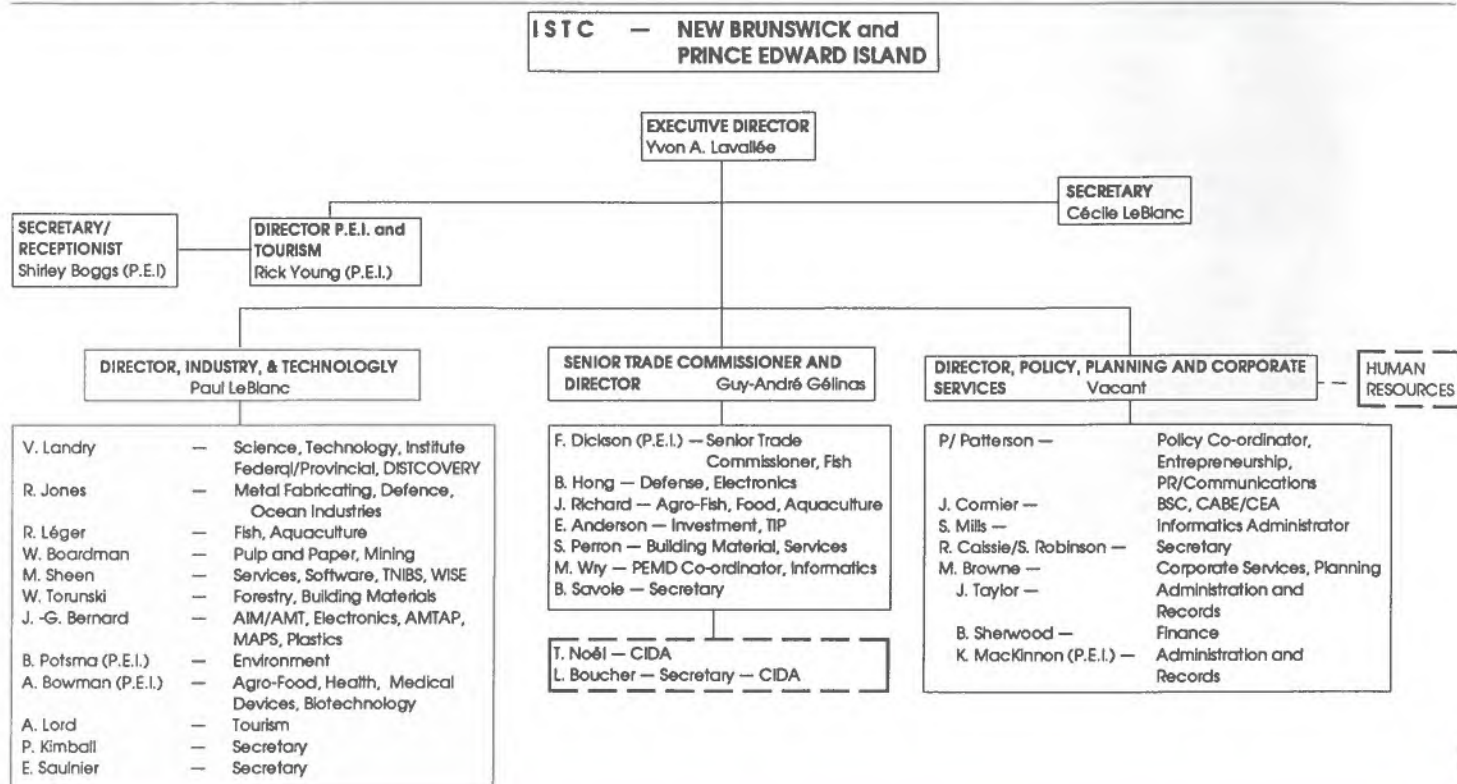
InvestTech '91 offers private interviews with experts from Canadian posts abroad who can help match your company with the right foreign sources of technology, capital and expertise.

Organization of InvestTech '91 is assisted by Industry, Science and Technology Canada, the National Research Council and the New Brunswick Department of Commerce and Technology.

The officers at InvestTech '91 are specialists from the Investment Development Program (IDP) and the Technology Inflow Program (TIP) with first-hand knowledge of the investment and

*(continued on page 6)*

Effective Sept. 19, 1990, the New Brunswick and Prince Edward Island offices of ISTC were reorganized. The P. E. I. office now reports functionally to the Executive Director of N. B., Mr. Yvonne Lavallée. The following organization chart depicts the responsibility of the N. B. and P. E. I. offices.



## Canadian Scholarship Program Sponsored by I S T C

Industry, Science and Technology Canada is continually building a broad range of new services, all aimed at promoting the competitiveness of Canadian industry. One key issue is the human resource factor, recognized as possibly the most important asset to be developed. It has been identified that an expanded supply of highly qualified people are essential if Canadian industry is to be in a position to compete successfully at the global level.

Because of the apparent and growing shortage of engineers and skilled workers of all types, the federal government has instituted a program called Canadian Scholarships. Designed to encourage high school and CEGEP graduates, particularly women, to pursue undergraduate degrees in science and technology, the program is in its third year and has proven to be very successful.

Canadian Scholarships is an \$80 million national program, initiated in

January 1988, through which the federal government annually awards over 2,500 new scholarships, tenable for up to four years, to top Canadian students entering first-year undergraduate studies, in Canadian learning institutions, in natural sciences, engineering and related disciplines. Given the annual value of \$2,000, the scholarships have a potential worth of up to \$8,000 per student, at least half of which are women. As the program reaches maturity, up to 10,000 of Canada's best undergraduate students will benefit annually. Academic excellence is the basis for the initial selection and is the principal criteria for scholarship renewal. Upon graduation, many of these students will be sought after by Canadian organizations looking for top graduates to join their team.

Public awareness of the program has grown since its inauguration and to date more than 1300 educational institutions have been involved each year. Industry involvement and support is

important to the Canadian Scholarships Program. Companies, firms and corporations can become involved by presentation of awards at ceremonies in universities, colleges and high schools; use of the planned registry of Canada Scholars as a tool for summer, co-op and full-time recruitment; donation of "Corporate Canada Scholarships" to increase the number of benefitting students, to help support studies in a particular field or to pursue other mutually agreed objectives.

Benefits to companies supporting the program include a greater supply of the engineers and skilled people the company might require; public recognition of corporate support of Canadian youth and advanced education; closer links to the Canadian university community and the particular institutions in question; suitable sponsorship recognition in the Canada Scholarships Program materials, released nationally.

More information on the program, as well as corporate involvement, contact Douglas Hull, Director, Research Grants and Scholarships, ISTC, 235 Queen St., Room 840F, Ottawa, Ontario K1A 0H5. Tel. (613) 993-6857.

## Denaco Industries Ltd. and Pavecare Industries (1989) Ltd.

Two successfully run companies have resulted in a Moncton area businessman winning a national award.

Denis Arsenault received the FBDB Young Entrepreneur Award in October 1990 as New Brunswick's outstanding talent for innovation, business success and community involvement. He was nominated for the award by Industry, Science and Technology Canada's Moncton office.

The first of Arsenault's companies, Pavecare Industries Ltd., was begun in 1985 and provided painting services to the Moncton area. As time went on, the company expanded to include street cleaning, asphalt repair material, traffic safety devices, de-icing chemicals and asphalt crack filling. Experiencing significant growth, Arsenault and his counterparts made the decision to branch out and in 1988, formed the company Denaco Industries.

"Denaco was started because of what we felt was the need to design and manufacture our own equipment for Pavecare", says Arsenault. "We were importing our painting equipment from the States and we needed a steel fabricating company to redesign it to meet our standards of quality." The company also manufactures road maintenance and road marking equipment as well as construction arrow boards. As well, Denaco's designers and engineers provide tailor-made fabricated products for its customers.

Denaco and Pavecare each experienced sales above the million dollar mark in 1990 and jointly employ 25 full-time people with upwards of 60, including mostly students, during the summer months (May to September). Their market includes municipalities, transportation departments and the private sector throughout the Maritime provinces. Plans are in the offing to expand to Quebec and Ontario. As well, a new company has just been formed to repair pallets for the Canadian Pallet Council for the Maritimes.

Arsenault is very adamant about giving credit to his employees. "The most important key to success is to get good employees and keep them", he says. "I've managed to put together an excellent team and have found people who are highly motivated and very particular about their work. They are as much a part of our success as anything."

## Job Registry Service

The Technical Services Council, in cooperation with Industry, Science and Technology Canada, has set up a job registry service for winners of Canadian Scholarships. Recipients of the scholarships will have the choice of being listed in the registry free of charge and accessing Canadian businesses who require co-op, summer or permanent employees.

Currently supported by 840 member firms, and providing service to between 2500 and 4000 companies and over 5000 individuals annually, the Technical Services Council is an industry-sponsored placement service and personnel consulting firm founded in 1927.

It is expected the first annual register will be published early in 1991 and will be made available to employers of high-tech industry, large and small manufacturers, as well as science-based federal government departments.

# "Strategies for Success" satellite conference for growing businesses

A one day cross-Canada satellite conference entitled "Strategies For Success" will be held May 29 to assist Small and Medium-sized Enterprises (SMEs) in becoming competitive in today's increasingly complex business environment.

The national workshop will focus on four challenges to growth: human resource management, market development, technological innovation and financing. It will guide SMEs on how to cope with the growth challenges they face and familiarize them with the national and local services available to help them. New Brunswick centres hosting the event will be Sussex and Dalhousie.

The conference is being organized and sponsored by the Entrepreneurship and Small Business Office of Industry, Science and Technology Canada in cooperation with a number of private and public sector organizations. Participants in "Strategies For Success" will access expert practical advice on the growth challenges they are facing, develop networks and increase their understanding of the programs and services available to them.

Sponsors of the Showcase will gain valuable contacts with SMEs, develop a better understanding of their needs and collect the market research needed to effectively meet these needs. At the same time, they will be demonstrating their commitment to the Canadian competitiveness of SMEs at a national and local level.

Workshops will be held in 35-50 locations across Canada (involving approximately 2000 Small to Medium-sized Enterprises) with each site utilizing the same quality materials and event format. Questions and comments from these workshops will be fed back to a national panel forum which will form the centerpiece of the conference. A high profile panel discussion will be simultaneously broadcast from Toronto to link participants all over the country for approximately two hours during the day.

## Conference Format:

A prominent business commentator will host the introductory broadcast in Toronto. Expected to last about 45 minutes, the broadcast will be seen simultaneously across Canada. Then

the panel of approximately 10 experts will be introduced. It will include business people who have grown their companies and business intermediaries specializing in various aspects of growth strategies. The moderator and panel will give a brief introduction to the four challenges. They will then call on all the sites to phone and fax questions and comments to the central location during the course of the day. These will be discussed by the national panel during a 1-1/2 hour broadcast, following completion of the workshops. At all other sites, a local facilitator will moderate the event, supported by a panel of local experts.

At the local level, workshops will address the four growth challenges. A workbook, outlining the opportunities and pitfalls involved in growth and helping them assess their corporate position, will be distributed to the participants. At both the central and local events, an entrepreneur and business intermediary from the panel of experts will lead each workshop where discussions will address issues peculiar to their region, as well as more generic concerns. Where applicable, sponsors will be used as resource people, called upon as panelists or for expert advice during the workshop discussions. After each workshop, questions and comments will be compiled and sent by dedicated fax and phone lines to the central event.

Following the workshops, participants from all sites will convene for the live broadcast of the national panel forum. The panel will answer questions and respond to comments generated through the day by the workshops at each site. Through the responses of the national panel forum, participants will gain a better understanding of common problems and regional differences.

A small trade show will be set up at each site featuring the products and services of sponsors. Participants will be encouraged to visit these areas and get to know the people in their community who can help them in each of the four subject areas.

The benefits of "Strategies For Success" are expected to continue long after the conference ends. The workbook used will be an ongoing reference

for participants. As well, the national panel forum discussions will be videotaped and edited so business people unable to attend can benefit from the expert advice of the panel members.

## Robin Cosman Furniture Designer

A young Saint John area architectural wood designer and craftsman has taken the initiative and turned his love of woodworking into a full-time career.

Robin Cosman of Grand Bay creates, in his words, "innovative and uncluttered" pieces of furniture which he hopes will be his trademark as a New Brunswick craftsman.

"I do not do period reproductions. Every piece that I build is special in itself. I work with my clients, finding out what they specifically want and then I build a scale model of one quarter the size of the finished piece", says Cosman. All pieces are signed and dated and the models are kept as a reference for future.



**Banded Ash Bench**

Born and raised in South Bay, on the outskirts of the Port City, Robin was brought up in a home where wood and tools were always close at hand. His father was a shop teacher who opened a construction company in the mid-60's, when Robin was only a child. "I was always around visiting home building sites with my Dad and I've always had a natural love of well-crafted wood items".

After graduating from an academic-college prep. course at St. Malachy's High School in Saint John,

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## Robin Cosman

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Cosman had no idea of what he wanted to pursue as a career. He worked for a year and a half on an Irving tug boat in Saint John and then as a member of the Mormon religion, completed a two year mission in Oregon. In 1962, he entered Brigham Young University in Utah, where he enrolled in a woodworking course under the professorship of the world renowned woodworker and author Dale L. Nish. "I believe he must have been able to see my merit as a craftsman because he offered me a job as his shop assistant, along with a small scholarship. My answer was 'no'. I still wasn't convinced I wanted to make a career in this field", says Cosman. He returned to Saint John and spent another year working with his father, building log homes in addition to doing a lot of private woodworking. "It was during this time I realized that somehow I was going to make a living with what had become my all-time passion-wood designing and crafting."

So back to Brigham Young he went for four years, which included doing some teaching under the assistance of Nish. During this time, the turning point of his woodworking career came about when he had the opportunity to work under six of the best wood designers in the United States. "This is when I really became interested in the designing end of things and found out that good design can't be taught. You either have it or you don't", he says.

And, obviously, Robin Cosman does. He is doing very well, creating pieces like dining room tables and chairs, bedroom furniture, living room tables, office furniture, bookcases, entertainment centres, rocking chairs and even organs. He uses maple, cherry, birch and walnut, purchased locally in New Brunswick. His exposure is mainly word of mouth and his target market is the professional community.

Cosman has written for "Fine Woodworking" magazine and, in July last year, won honorable mention at the Canadian competition "Form and Function-Direction in Canadian Design" in Toronto for, what he considers his favorite piece of furniture, a banded ash bench (see photo above). And the fact it was the first time winners had come from New Brunswick was very significant to Cosman.

"I would like to see this as part of putting our province on the map. I don't think New Brunswick has to take a back-seat to anyplace and I'd like to be part of making people realize we are special and can create special things", he says.



Gordon MacLennan, Senior Sector Development Officer with ISTC, recently retired. He is seen above receiving a plaque in recognition of 23 years service to the Government of Canada from acting executive director Paul LeBlanc.

### Calendar of Events

Date	Event	Location	Sponsoring Organization	Contact
March 30- April 1 /91	Maine Sportsman Show	Augusta ME	Tourism Canada	A. Lord 851-6455
April /91	Senior Travel Days Show	Providence	Tourism Canada	A. Lord 851-6455
April /91	Technology Partners Mission	Europe	ISTC	V. Landry 851-6421
April /91	Continental Express Spring Trade Show	Bangor ME	Travel Trade	A. Lord 851-6455
April 11 /91	NE Meeting Industry Conference	Boston	Tourism Canada	A. Lord 851-6455
May 6 /91	Ski Group '91	Waltham MA	Travel Trade	A. Lord
May 29 / 91	Showcase '91 Strategies For Success	Sussex/ Dalhousie	ISTC	P. Patterson 851-6061
June /91	NEBS Mission/ Technology Transfer	New England	ISTC	V. Landry 851-6421
June /91	InvestTech '91	Fredericton,, Saint John Moncton, Edmundston, Tracadie	ISTC	E. Anderson 1-800-332-3801

# Trade Shows & Buyers' Missions

Information on the following Initiatives of External Affairs and International Trade Canada may be obtained by calling (506) 861-6452 or Zenith 1-800-332-3801.

EVENT	LOCATION	DATE
<b>Agriculture, Food Products and Services</b>		
*New England Dairy Dell Show	Boston	April 16-17
*North East Food Service Show	Boston	April 21-23
Incoming Buyers to Hostex '91 C R F A Show	Toronto	April 21-24
Food Marketing Institute Show	Chicago	May 5-8
Arizona Retail Growers Show	Phoenix	May 17-19
National Restaurant Assoc. Show	Chicago	May 18-22
Atl. Prov. Promotion Table Top reception for gourmet products	Pittsburgh	May 31 - June
Under Utilized Fish Species Seminar / Workshop	Boston	May
Chef de Cuisine Demo / Reception	Chicago	June
Incoming Fish Buyers from Ga., Fla., & Tenn.	Quebec & N. B.	June
*Texas Restaurant Show	Dallas	June 23-25

\* No federal pavillon, PEMD applications available

Looking for Trade and Industrial Shows relevant to your firm other than those listed above? The I S T C office has a **DIRECTORY OF WORLD-WIDE AND INDUSTRIAL SHOWS**, with Indexes by Subject Areas and by Countries. Telephone (506) 851-6452 or Zenith 1-800-332-3801 to access this information.

## ISTC New Brunswick



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## Publications Corner

The following publications are available from the I S T C Business Service Centre in Moncton. Drop In or call 1-506-857-ISTC.

- Pocket Facts: Canada - Economic Indicators
- Canada 1991 an International Business Comparison
- A Guide for Canadian Business in Korea
- Competing Under Free Trade
- Small Business in Canada
- Export Opportunities in Japan
- The Mushroom Market
- Canada Scholars Kit
- North American Free Trade

## InvestTech '91

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technology available around the world. In order to match the needs of your company with an appropriate source of technology or investment, they will want to hear concise but specific information about your company as well as its immediate and longer-term requirements.

The Investment Development Program helps Canadian companies find the investment they need. It actively promotes investments that take the form of new plants and equipment, joint ventures or strategic partnerships. The Technology Inflow Program provides advisory services and funding to Canadian companies to help them acquire the foreign technology they need to remain internationally competitive.

Officers will be taking part from Chicago, Los Angeles, Paris, Princeton, Seoul, Stockholm, Tokyo, Boston, Tel Aviv and the Hague. Visits are planned for Moncton, Saint John, Fredericton, Edmundston and Tracadie.

More information is available by contacting: Eric Anderson, ISTC, 1-800-332-3801; Yves Daigle, NRC, 1-506-851-6147; and Ginette Ouelette, Commerce & Technology, 1-506-453-3981.

# Made in New Brunswick

Companies wishing to take advantage of this feature may do so without charge simply by sending sufficient material on product or service of no more than 50 words and a glossy black and white photograph to "Made in New Brunswick", *ISTC New Brunswick Newsletter*, Industry, Science and Technology Canada, P.O. Box 1210, Moncton, New Brunswick, E1C 8P9. As the newsletter is produced in both official languages, please send material in English and French if it is available.

## Majesta



Irving Tissue Ltd., a subsidiary of Irving Forest Products, has begun producing a new line of paper products under the name of Majesta.

Housed in the Dieppe Business Park, Moncton, the Majesta plant opened in August 1990 and is equipped with some of the most modern technology available today. In late 1990, the plant went into full operation, running 24 hours a day.

Employing over 100 people hired from the local area, there are seven

production lines, housed in a 13,935 square metre facility. Majesta manufactures paper towel, facial tissue, bathroom tissue and serviettes. All four products are made from biodegradable materials. The product is sold in supermarkets in Atlantic Canada and Quebec. From the Dieppe facility, Irving Tissue transports Majesta products throughout eastern and central Canada and into the northeastern United States.

## Thermopak



Thermopak is a Shippagan based company that manufactures plastic products with a process called thermoforming.

Incorporated in July 1987, Thermopak began its operation in the fall of the same year as a result of program funding through the Department of Commerce and Technology. Growing from two part-time employees, the company now employs four full-time staff, with plans to hire two more this spring.

The company, which began in a 1,000 square foot building, now operates in a new 5,000 square foot facility in the Shippagan Industrial Park. Ther-

mopak produces food packaging items, horticulture products, hardware products, toys and games packaging. Services also include blister packaging, skin packaging, shrink packaging, assembly lines, die cutting, design and prototype, as well as pad printing on specific articles.

Thermopak's principle market centres mainly in the Shippagan area but plans are underway to develop the Maritime market. Recently the company acquired a sizeable account in the United States and sees the export market to the eastern U.S. as an important potential.

## Major Woodworking Ltd.



Major Woodworking Ltd. is a manufacturer of wood products located in Maugerville, N. B. The company has

been in operation since 1985 with its main product being custom crafted cabinet doors from any type of wood in various styles.

Other items include kitchen cabinets, custom mouldings, door jambs and window sashes, interior doors, board room tables, mantles, reception counters, entertainment centers, screen doors, as well as reproduction repairs and replacement pieces for heritage properties.

Select kiln dried lumber, hardwoods and softwoods, in the milled but rough state, are purchased from lumber bro-

kers in N. B. and Quebec while plywoods and other raw materials are mainly acquired through wholesale distributors in N. B.

The company's customer base includes the construction trade, both commercial and residential, project development companies, the general public, insurance companies and all levels of government. The major market area is New Brunswick with periodic orders from other areas in the Maritimes.

Major Woodworking Ltd. currently employs 12 and is housed in a 5376 square foot facility. Since its inception 5 years ago, company sales have nearly tripled in volume.