

## European environmental mission

"An environmental mission to Europe with visits to the Netherlands and Austria will be held Nov. 4-8," says Bernard Postma, Industry and Technology officer (Environment) with ISTC's Charlottetown office.

The four-day mission, which includes a visit to the ECOTECH91 trade fair in Utrecht, Netherlands, and busi-

ness sessions in Vienna, Austria, will be led by the Ottawa Bureau of External Affairs and International Trade Canada, in cooperation with ISTC and Investment Canada.

For more information on these and other environmentally related events, contact Bernard Postma at (902) 566-7426.

## N.B./P.E.I. hosts "Marketplace"

The primary objective of Marketplace '91 is to achieve quality one-on-one interviews between trade commissioners from abroad and experienced New Brunswick and Prince Edward Island exporters. The focus of Marketplace '91 will be in the Building Materials sector.

Trade commissioners from the Canadian embassies in France, England

and Israel will be on hand Oct. 7 at the Hotel Beauséjour in Moncton from 9 a.m. until 4:30 p.m. to see what products and/or services N.B. and P.E.I. have to offer.

Companies interested in developing overseas markets are invited to register for this session by calling (506) 851-6445.

# ISTC

# New Brunswick Prince Edward Island



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New Brunswick (top photo) and P.E.I. staff (lower photo). For identification see page 2.



## Scope of service broadens at ISTC

There's a new beginning for the Industry, Science and Technology Canada newsletter...but there's also a continuation of efforts brought about in the last three years of its existence, says Yvon Lavallée, Executive Director of ISTC-New Brunswick and Prince Edward Island.

"We have chosen a new medium - through The Brunswick Business Journal and Info-Affaires - to reach our industrial and commercial clientele in New Brunswick and Prince Edward Island," says Lavallée.

"It's very important for ISTC to identify itself with business media and the new arrangement should help foster a better relationship between our customers and ISTC.

"First and foremost, this newsletter is like our offices," he explains. "It is there to serve our clients and to answer their needs in relation to our mandate, which is to promote Canada's international competitiveness and excellence in industry, science and technology."

Because communications is a two-way street, Lavallée is inviting readers to submit ideas and comments about the newsletter. In this and following issues, the newsletter will serve a double function: promoting and explaining ISTC services and programs, and reporting on business happenings in New Brunswick and Prince Edward Island.

"We would like to get some input from our readers," he says. "We appreciate

hearing from anyone who has comments on this new approach."

To achieve its mandate, ISTC is structured in two divisions: Industry and Technology, and the International Trade Centre.

Paul LeBlanc heads up the Industry and Technology branch with the following sector officers on staff: Victor Landry, Science, Technology, Institute Federal/Provincial, dISTCoverly; Richard Jones, Metal Fabricating, Defence, Ocean Industries; Roger Léger, Fish, Aquaculture; Wayne Boardman, Pulp and Paper, Mines; Mike Sheen, Service Industries; Wilf Torunski, Forestry, Building Materials; Jean-Guy Bernard, AMTAP, Plastics; Bernard Postma (P.E.I.), Environment; Austin Bowman (P.E.I.), Food, Health Care, Medical Devices, Biotechnology; André Lord (N.B.), Tourism; Rick Young (P.E.I.) Tourism; and Jeanne Cormier, Manager of the Business Service Centre in Moncton.

The International Trade Centre is headed by Guy-André Gélinas, Director and Senior Trade Commissioner Fraser Dickson (P.E.I.), Senior Trade Commissioner.

Staff includes Ben Hong, Defence, Electronics; John Richard, Fish, Food, Aquaculture; Eric Anderson, Investment; Sadie Perron, Building Materials, Services; and Martha Wry, PEMD Coordinator, Informatics.

(See Service page 4)



## Business invited to explore Mexican trade opportunities

Though there may be talk of a North American Free Trade Agreement (NAFTA) including Mexico - and at this stage it's only talk - Senior Trade Commissioner Guy-André Gélinas says there are trade opportunities with Mexico that are ripe for the picking right now.

And it's with this in mind that Gélinas, along with the International Trade Centre, is looking at two events in the next few months to explore those opportunities.

First on the list is a seminar, Trade Opportunities in Mexico, that will be held Nov. 22 in Moncton.

Though the schedule is still being worked out, Gélinas says there should be a good array of key people speaking during the session.

"We are going to have one person from the Council of the Americas and one N.B. entrepreneur who is already exporting to Mexico," says Gélinas. "The seminar should put into perspective the trade opportunities that exist in Mexico."

Also on the list of prospective speakers is Michael H. Wilson, Minister of Industry, Science and Technology, and Minister of International Trade, to give an update on NAFTA discussions.

Gélinas also met last month with David Winfield, Canada's Ambassador to Mexico, to discuss trade opportunities south of the U.S. border.

"There are a lot of opportunities in Mexico," says Gélinas, "and the ambassador has identified a number of them that could be filled by New Brunswick."

According to Gélinas, opportunities exist in fisheries, consultation, environment, training, tourism, wood products, computer (software and hardware), telecommunications, and even telemarketing - the latter being one of New Brunswick's strong points in relation to the rest of Canada.

"In 1990, New Brunswick exported \$1 billion dollars," says Gélinas, "and only \$7 million went to Mexico, a country of 90 million people."

The Trade Opportunities in Mexico seminar will also serve as a tuneup for a late-January 1992 trade mission to Mexico. "It will be held Jan. 27-31 in Monterrey, Mexico," says Gélinas of the External Affairs-sponsored event, "and it's designed to attract companies from all over Canada. Although our delegation has



From left to right are: Harry Quinlan, co-ordinator, Trade Policy, Department of Commerce and Technology; David Winfield, Canadian Ambassador to Mexico; Michael MacBride, director, Management/Trade Marketing Services, Department of Commerce and Technology; Stephen Wheatley, Assistant Deputy Minister, Financial Programs Investment and Immigration/Science and Technology, Department of Commerce and Technology; Guy-André Gélinas, Senior Trade Commissioner and Director, International Trade Centre, Industry Science and Technology, Canada.

some sponsorship from the New Brunswick Department of Commerce and Technology, we also hope to see interest from Nova Scotia and Prince Edward Island to round out the participation from the Maritimes. It's a mission for all of Canada but we're looking to bring a good number of Maritime business people. "The delegation also hopes to take part in a commercial mission to Martinique, Guadeloupe, Grand Cayman and the Bahamas.

"We'd like to establish a naval shipping channel from the Port of Saint John to the Antilles and Mexico," says Gélinas. "The port is very well located for that."

"For now we're looking at the opportunities that exist presently and the bilateral ties that exist between Canada and Mexico," says Gélinas.

"That doesn't mean we're counting out the North American Free Trade Agreement, but we're keeping an eye on the discussions."

## New ISTC minister appointed

On April 21, 1991, Prime Minister Brian Mulroney appointed Michael H. Wilson as Minister of Industry, Science and Technology, and Minister of International Trade.



Michael Wilson

This appointment strengthens links between two portfolios with a common mandate - international competitiveness.

With the former Minister of Finance at

the helm of both portfolios, Mr. Mulroney said the "best possible circumstances would be created to help Canadian industry respond to the challenges of the global economy."

In addition to his new position, Mr. Wilson will also act as Chairman of a new Cabinet Committee on Economic and Trade Policy. William C. Winegard and Tom Hockin will continue in their positions as Minister for Science and Minister of State (Small Businesses and Tourism) respectively."

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## Calendar of Events

- Sept. 18-19..Business and Investment Opportunities in Atlantic Canada;** Location: Boston, Mass.; Sponsor: ISTC/ITC; Contact: Eric Anderson, 506-851-6460
- Sept. 30 .....** **Selling Software Successfully into the United States;** Location: Fredericton, N.B.; Sponsor: ISTC/ITC, C&T, Software N.B.; Contact: Mike Sheen, 506-851-6479, or Mike Staphenurst, 506-458-5830
- Oct. 7 .....** **Marketplace/Wood Products/Building Materials;** Location: Moncton, N.B.; Sponsor: ITC/ISTC - DEA; Contact: Sadie Perron, 506-851-6445
- Oct. 8-10.....NEBS;** Location: Boston, Mass.; Sponsors: ITC/ISTC - DEA; Contact: Sadie Perron, 506-851-6445
- Oct. 15.....Doing Business in Australia & New Zealand;** Location: Moncton, N.B.; Sponsor: ITC/ISTC - DEA; Contact: Ben Hong, 506-851-6669
- Oct. 17-20....Managing Festivals and Special Events;** Location: Whistler Resort, B.C.; Sponsor: Whistler Centre for Business and the Arts; Contact: 604-932-8310, or Fax 604-932-4461
- Oct. 19.....Annual Meeting, Tourism Industry Association of New Brunswick;** Location: To Be Determined; Sponsor: TIANB; 506-458-5646
- Oct. 30, 31...Trade Shows Made Profitable;** Locations: Fredericton (Oct. 30), Moncton (Oct. 31); Sponsor: ISTC; Contact: Ben Hong; 506-851-6669

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## Front page photo caption

ISTC staff in Moncton, N.B. are, from left, front row, Bonnie Murray, Regional Director, Communications; Jeanne Cormier, Business Service Centre Manager; Guy-André Gélinas, Senior Trade Commissioner and Director, International Trade Centre; Ben Hong, Defence, Electronics. Second row, from left: Richard Jones, Metal Fabricating, Defence, Ocean Industries; André Lord, Tourism; John Richard, Fish, Food, Aquaculture; Roger Léger, Fish, Aquaculture. Back row, from left, Sadie Perron, Building Materials Services; Victor Landry, Science, Technology, Institute Federal, Provincial, dIST-Coverly; Yvon Lavallée, Executive Director; Wayne Boardman, Pulp and Paper and Mining; Wilf Torunski, Forestry, Building Materials.

ISTC staff in Charlottetown, P.E.I., are, from left: Bernard Postma, Environment; Richard Young, Director, P.E.I.; Fraser Dickson, Senior Trade Commissioner; Austin L. Bowman, Food, Healthcare, Medical Devices, Biotechnology.

Made in P.E.I. &  
New Brunswick



## Wayside Industries Ltd.



Saint John, N.B. - Wayside Industries (1983) Ltd., originally founded in 1942 and purchased by Saint John businessman Robert Snodgrass in 1983, is the only operation of its kind in New Brunswick.

The company manufactures plain and printed folding paper cartons for industry.

Employing 46 people during peak manufacturing periods, Wayside occupies 36,000 square feet at its Saint John plant. A recent expansion, involving the installation of a four-color press has increased Wayside's production capabilities and will allow entry into the retail packaging market. The expansion was financed with assistance from ACOA, the New Brunswick Department of Commerce and Technology and ISTC.

Wayside's current markets include New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and the New England States.

## Rodd Hotels & Resorts



Charlottetown, P.E.I. - For the Rodd family of Prince Edward Island it has been a 55-year labour of love. During that period, they have parlayed a family-run

summer cottage business begun by Wally and Sally Rodd into a major hospitality chain in Maritime Canada.

Headed by David Rodd, Rodd Hotels & Resorts operates nine properties: three in Charlottetown, one affiliate in Summerside, one each in Roseneath and Woodstock, P.E.I.; one in Moncton, N.B. and two in Yarmouth, N.S.

Visitors from Atlantic Canada, Quebec, Ontario, Eastern U.S.A, Japan and Europe enjoy the traditional Maritime hospitality that is the hallmark of the Rodd organization. A steadfast faith in Atlantic Canada has made the company the success it is today, employing a staff of 600 during peak season.

## Restigouche Cedar Ltd.



St-Quentin, N.B. - Restigouche Cedar Ltd. was founded in 1978 by Hector Savoie and his son Jean-Claude, employing 12 people and manufacturing cedar shingles.

Today, the company has 125 employees and produces railroad ties, furniture-grade lumber, pallets and pallet lumber

for the pallet industry. They do most of the logging themselves with about 40 employees in that division.

Restigouche Cedar markets its products in Canada, with the bulk going to Ontario, Quebec and the Maritimes, although they ship some grades overseas to Europe.

Another division of the company is Savoie and Sons Mill Inc. Built in 1988, the plant uses lower grade pulpwood logs generated while harvesting sawlogs for their mill. It's a unique sawmill that uses four-foot logs to produce pallet lumber and wood chips. It was designed to use 25,000 cords of hardwood per year, a potential that is attainable if the chip market gets better.

The company is looking at producing value-added products from its hardwood operations for the European market.

## Manufacturers explore contract potential with U.S. Defense Dept.

"There's no substitute for flying over to meet potential customers on their own turf, seeing how they operate and what they need," says Richard Jones, Industry and Technology officer at ISTC.

This is what the top executives of three New Brunswick manufacturers did in late June when they flew to Michigan to explore opportunities with the Tank and Automotive Command (TACOM), one of the U.S. Department of Defense's largest buying agencies for new and replacement components for wheeled and track vehicles used by the U.S. Army.

Their two-day agenda was developed by Ralph Reich, the Canadian Production Liaison Officer of the Canadian Consulate in Detroit, who has an office located in the huge TACOM complex.

"Ralph's fast-paced agenda was a great mixture of listening to experts speak, and seeing the actual hardware," says Jones. Topics discussed by the various buyers, competition advocates and program managers included the bilateral defence sharing agreements governing procurement, the bidding process, the barriers and constraints, the technical approaches and the opportunities.

Interspersed among these briefing sessions were tours of the huge tank manufacturing plant, storage yards containing copies of almost every vehicle built for the Army, research facilities that deal with propulsion units, and other component design improvements.

This was a very practical introduction to becoming a supplier to the U.S. Defense Department, one of the largest, most exacting, and most lucrative markets in the world.

"This feedback was good - it was a real

eye-opener, and two of the companies came back with interesting bid requests to consider," was Jones' assessment.

In keeping with the same theme, but widening the scope beyond land to include marine and aerospace, Jones has invited about two dozen firms from N.B. and P.E.I. to Moncton for a day in September to hear some experts outline how to carry out a sustained and effective marketing program designed to capture this type of business.

One of the speakers is from the Canadian Commercial Corporation, whose sole role is to help companies export sales to the U.S. and other foreign governments.

"I'm focusing only on companies that have the capability, either right now, or with some upgrading, to attract buyers in the defence and aerospace arena," says Jones. "My plan is to see how ISTC can use its resources to help interested and capable local companies pursue this market."

Despite the fact that the defence and aerospace industry is shrinking, it is still a gigantic market - literally hundreds of billions of dollars - with special industrial benefit incentives tied to big Canadian defence purchases that make it desirable for Canadian companies to be contracted.

"Naturally," says Jones, "most of the business goes to central Canada, but there is a move towards increasing Atlantic Canada's share."

Not only is this lucrative business for those who persist, but also, it has the added value of requiring the best in quality management and advanced manufacturing technology - two key ingredients of international competitiveness, ISTC's main agenda.

"A company cannot be anything but world class when it plays in this arena," concludes Jones.



## Trade Missions

- Sept. 10-15; **Vigo '91**; Vigo, Spain; World Fishing Exhibitions Ltd., Feversham, England - Tel: 0795 536536
- Sept. 11-15; **7<sup>e</sup> Salon International de la Pêche**; Lorient, France; CEP/DME, Paris, France - Tel: 33 (1) 42 68 06 19
- Sept. 17-19; **International Water and Effluent Treatment Exhibition**; Birmingham, England; Turret Group; Paul Tweedale - Fax: 0923 771297
- Sept. 17-20; **4th Osaka International Hotel & Restaurant Show and International Food & Beverage Exhibition**; Osaka, Japan; Secretariat of Hoteres and Foodex Osaka; Tel: (03) 3434-0093, Fax: (03) 3434-8076
- Oct. 3-6; **California Fisheries & Seafood Institute Convention**; Lake Tahoe, CA; California Fisheries & Seafood Institute; Tel: 916-441-5560
- Oct. 6-9; **Seafood Merchandising Conference**; Williamsburg, VA; Food Marketing Institute, Jeanne Von Sastrow, 202-452-8444
- Oct. 6-9; **NFFA Convention**; Orlando, Florida; National Frozen Food Association; Tel: 717-534-1601 or 703-821-0770
- Oct. 6-9; **International Seafood Conference**; Maria Erkins Goss, 208-352-4351
- Oct. 8-10; **NEBS**; Boston, Mass.; ITC/ISTC - DEA; Sadie Perron, 506-851-6445
- Oct. 12-17; **ANUGA**; Cologne, Germany; Seafood U.S.A., Terry Ellington, 301-427-2379
- Oct. 15-18; **Kormarine '91 International shipbuilding, marine, ports, small ships and fishing exhibition**; Busan, Korea; International Sales, Richmond-Upon-Thames, England, Tel: (081) 940 3777
- Nov. 19-21; **NEBS**; Boston, Mass.; ITC/ISTC; Beng Hong; Tel: 506-851-6669
- Oct. 21-26....**Trade Mission**; Location: Japan, Taiwan; Sponsors: C&T and ISTC/ITC; Contact: Ben Hong, 506-851-6669

# New England tour key resource for innkeepers

**M**aritime innkeepers who participated in a tourism mission to the New England States last fall have come back with plenty of ideas and plans to help them attract more business, not the least of which is the establishment of a Maritime network of country inns, says André Lord, Tourism Officer with ISTC.

"Last November, our office organized a tourism mission where we visited New England innkeepers," says Lord. "People (Maritime innkeepers) were interested in what was going on in New England."

Organized through the services of the Canadian Consulate in Boston, Mass., 22 innkeepers from the Maritimes spent four days of intensive sessions, including two days under the New Exporters to Border States (NEBS) program and a two-day fa-

miliarization tour funded in part by ACOA.

"The first two days (NEBS) were spent at a presentation by Consulate staff, New England inn operators, tour operators, and travel writers," says Lord. "For the familiarization tour, we divided the group into five sub-groups to visit inns in Connecticut, Vermont, Massachusetts, Maine and New Hampshire. We wanted to divide the group into smaller groups to get more coverage - that way our people could then exchange notes."

"The Maritime innkeepers found the experience to be very enriching," says Lord.

"They got to see firsthand the developing market trends, the day-to-day operation of New England inns."

"But more than that, the Maritime

innkeepers got to know one another," he said. "They soon realized they were operating under the same constraints and problems and that they'd have more to gain by discussing these problems as a group."

That thinking didn't end with the mission, says Lord. Maritime innkeepers returned with the promise to continue discussions, eventually forming what Lord calls an "informal association".

"Each innkeeper, as an individual, doesn't have the means to embark upon an elaborate marketing campaign," he says. "Each often has to cut costs wherever possible."

The Maritime innkeepers learned about various marketing approaches used by their American counterparts such as developing package deals that would take customers from inn to inn along the southern Maine coast.

"It's not a formal association," he cautions. "Those who want to participate, do. From our point of view, ISTC encourages multi-provincial initiatives."

Another aspect innkeepers considered, says Lord, is that they offer a high-quality product that is unique. "It's often your home away from home," he explains. "You get a nice room, great cuisine - and those aspects were emphasized during the visit - New England innkeepers insist that those who offer a quality product are those who will be successful."

"We also know that New Englanders are looking for quality, attention to details and service - and they're willing to pay for it - that fact has been proven this year because in 1991, Maritime innkeepers are holding their own."

The group also returned with helpful hints and tips on how to turn their establishment into a unique experience for their guests.

"Some New England innkeepers send out a newsletter to their past customers," he says. "But it's not about expansions or business - it's family-oriented with things like 'our daughter got her first braces last month' or something of that nature - it makes you, the customer, feel like part of the family."

What does the newsletter do for business?

"One operator has a mailing list of 7,000 names," says Lord. "It's considered a very good return on investment, particularly when most of the promotion is from word of mouth or return visits."

For now, the informal group plans on meeting in Prince Edward Island in November to further discussions. "We have a small but interested group,"

says Lord. "And we're looking for more participation."

Discussions in November will likely range on cooperative efforts in marketing and communications, says Lord, although the group is open to suggestions.

"ISTC is ready to help out in any way," he says, "and I think soon we'll see a network of country inns working together to achieve its goals."

For more information on next November's meeting or results of the mission, contact André Lord at 506 851-6463.



## Service spans two provinces

(cont'd from page 1)

"These officers are sectoral specialists," says Lavallée, "and they can service the needs of clients whether they be trade-related (exports), technology-related (acquisition, adaptation, implementation, or development such as in research and development), or issue-related (specific problems in a particular industry)."

"They're the people who deliver programs and services such as information sessions and trade missions," he says. "And they're in constant communication with other government officials and industry leaders."

In fact, ISTC's main responsibilities are to develop and promote industry and science policies and programs to build a climate for sustainable, long-term economic growth; act as a reasoned advocate within the federal government for the interests of the industrial and scientific communities; encourage innovation, technology adoption and research and development to improve competitiveness; foster and recognize excellence in industry, science and technology, and support efforts of Canadian businesses to expand domestic and international sales.

Staff at ISTC regularly conduct seminars and workshops to provide manufacturers with information about specific technologies; organize firm-to-firm visits in Canada and abroad to promote an exchange of technologies and their application; encourage Canadian R&D and help entrepreneurs identify, target, develop and adapt appropriate technologies; promote networks and partnerships among businesses, universities and governments to develop cooperative action plans; support the development of highly qualified scientific and technical personnel and develop and conduct initiatives

to heighten public awareness of an appreciation for the importance of science, technology and entrepreneurship to the national well-being and to the international competitiveness of Canadian industry.

ISTC is linked, through the resources of External Affairs and International Trade Canada, to 125 Canadian embassies and consulates located in most industrialized countries.

Through the Regional Offices, clients can obtain a wide range of trade development services designed to promote improved international market access; develop integrated trade, technology and investment strategies; and encourage Canadians to take full advantage of emerging global opportunities.

ISTC also has industry specialists in over 160 industrial sectors and sub-sectors throughout Canada prepared to assist clients to cope with the challenges of technological change, trade liberalization and increasing competitiveness through a number of key services, programs and initiatives such as market intelligence services, industry sector campaigns, inter-firm analysis, recognition of business excellence, and financial assistance programs.

The ISTC Business Service Centre provides the business community with access to a complete range of departmental services, information products, programs, expertise, and internal and external contacts.

Services include reference and video libraries, publications, industry sector profiles, and market intelligence reports; and access to computer data bases.

Clients can reach ISTC in Moncton through the Business Service Centre at (506) 857-ISTC or in Charlottetown at (902) 566-7400.

### Licensing fair

ISTC has been asked to submit offers for licence, joint venture or patent sale to be included in a catalogue in preparation for an International Licensing Fair at Heathrow, London, England planned for May 27-29, 1992. Contact Mike Sheen at (506) 851-6479 if you are interested.

## New Publications

The following publications are available, at no cost, from the ISTC Business Service Centre in Moncton. Drop in or call 1-506-857-ISTC.

- Export Guide: A Practical Approach
- The Export Edge
- Technology Transfer from Japan to Canada
- Moving into Europe
- Toward Sustainable Development: Challenges and Opportunities
- Getting Started
- ISTC Programs and Services
- Canada Going Global: Guide to Programs and Services
- Franchising Canada: Information Sources
- 1992 Implications of a Single European Market/Part I
- Business Guide to ASEAN
- Business Guide to South Asia