

## Business Profiles & Mission Highlights

The following are profiles of the 13 Team Northern Ontario firms which engaged in the business-to-business meetings, in addition to the five aspiring exporter companies, which participated in the basic trade mission. As well, listed here are mission achievements and comments from the delegates.

### ACTIVE EXPORTERS



**John Naccarato**  
*Director of Marketing  
& Product Development*

## Algoma Steel Inc. – Welded Beam Division

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**Sector:** Manufacturing  
Company established in 1949, employs 30 people.

#### Company Description:

The Welded Beam Division of Algoma Steel Inc. is a flexible manufacturer in welded wide flange, welded special section shapes and profile cutting of plate. It offers top-quality steel beams and columns made to customer specifications.

The firm has ISO 9000-2000 and Canadian Welding Bureau certifications. It also has a D1.1 certification for buildings and a D1.5 certification for bridges from the American Welding Society. The company mainly services the construction and bridge design and erection industries – but also provides services to the railway industry, transportation sector, and plate fabrication industry.

#### Objectives:

The firm wanted to identify contract manufacturing opportunities and develop partnerships with value-added steel industries. It was interested in meeting with engineers and fabricators in the bridge erection, rail car manufacturing, and ship building sectors.

#### Mission Results:

Algoma Steel Inc. is already established in the Chicago area market. It wanted to explore the potential of its Welded Beam Division to begin exporting to this region.

ASI's Welded Beam Division met with seven construction companies to discuss the capabilities and applications of its product line as well as customer needs. Its meetings with Lanam Products, Walsh Group, Tishman Construction, McClier Corp, Turner Construction, Kissane and Associates, and Kenny Construction were positive and worthwhile experiences. Following the mission, the firm received an opportunity to submit a proposal to the Walsh Group for an 82-storey building.

The company plans to initiate more personal contact and continue discussions with representatives from three of the construction companies.

*"The mission connected us to major construction firms that we were pursuing and provided opportunities to build on in the future. I am very interested in attending other trade events."*

– John Naccarato  
*Director of Marketing  
& Product Development*  
**Algoma Steel Inc.**  
Welded Beam Division

## ACTIVE EXPORTERS

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**Manfred Herold**  
President

### Brown's Concrete Products Limited

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**Sector:** Construction and Building  
Company established in 1907,  
employs 35 people.



#### Company Description:

Brown's Concrete manufactures and distributes a complete line of concrete blocks and paving stone, segmented retaining wall units, and patio and garden items for commercial and residential use. The company uses the latest technology and materials, such as granite aggregate, to manufacture and sell its unique products to clients in both Canada and the United States. All of its products meet or exceed CSA and ASTM standards.

#### Objectives:

Brown's Concrete Products Limited was seeking distributors in Illinois for its paving and wall blocks for the residential end user. The company wanted to meet with mid-sized concrete block manufacturers, large nurseries, and landscape developers.

#### Mission Results:

Brown's Concrete Products attended eight meetings with nurseries, garden and landscaping centres during the mission.

The company was impressed by the large market that Chicago has to offer and has added a sales representative in this region.

Two of the firms Brown's met with expressed interest in carrying the company's product line. It plans to follow up with six other businesses and an engineering firm it was unable to meet with during the mission.

*"Our participation in this mission has been very beneficial and rewarding. We have identified a sizeable market for us to approach in Chicago and if we can tap into just one-tenth of one per cent of it, we will be very pleased."*

– Manfred Herold,  
President

Brown's Concrete  
Products Limited

## ACTIVE EXPORTERS



**Walter Dean**  
*Director of Business Development*

### Buckstone Inc.

#### Subsidiaries: Uprooted Designs/ Rock Solid Creations

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Website: [www.uprooted.ca](http://www.uprooted.ca)

**Sector:** Furniture/Home Decor  
Company established in 1992,  
employs 40 people.



#### Company Description:

Uprooted Designs and Rock Solid Creations are both subsidiaries of Buckstone Inc. Uprooted Designs produces unique pieces of indoor and outdoor furniture using teak roots from Indonesia. Each piece is made from reclaimed roots that grew in timber plantations and were originally cut for lumber for the furniture and boat-building industry. The furniture melds craft, art, durability, and functionality into high quality, finished products. Rock Solid Creations produces and distributes stone ornaments, artifacts and functional garden and patio pieces produced from Canadian Shield rock by in-house local artisans.



#### Objectives:

Uprooted Designs was interested in identifying distributors to procure container lot shipments of teak furniture (benches, chairs, and tables) and distribute products through furniture, landscape (design and supply), and interior decorating stores. The company also wanted to work with established manufacturers' representatives and agents who also service these clients. Rock Solid Creations wanted to establish similar contacts for its products.

#### Mission Results:

Buckstone Inc. showcased its products and discussed wholesale potential during 19 meetings. Fifteen of these sessions were arranged on-site at the trade show as a result of visits to the Team Northern Ontario Pavilion.

The company secured nine distributorships with home and garden centres throughout the region. It also achieved two retail sales.

Buckstone Inc. plans to follow up with all prospects including galleries, greenhouses, and landscaping and garden centres. It will also participate in at least two related trade shows in Chicago.

*"This experience has allowed us to gain valuable insight into this region. There is excellent potential in this market and we expect to achieve more than \$250 000 in sales in the Chicago area market within a year."*

– Walter Dean  
*Director of  
Business Development*  
Buckstone Inc.

## ACTIVE EXPORTERS



**Cassandra Giroux**  
*Technical Inside Sales*



**Tracy Johnson**  
*Office Manager*

## Filtrec North America

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Website: www.filtrec.net

**Sector:** Manufacturing  
Established in 1997,  
employs 50 people.

### Company Description:

Filtrec North America, a joint venture between Main Filter of Ontario and Filtrec s.r.l. of Italy, manufactures replacement hydraulic and lubrication oil filters and filters for specialty applications. Filtrec also distributes all types of industrial filtration products. Its stainless steel, polyester, fiberglass and paper filters are used in mining and steel mills, agricultural equipment, platform aerial decks, and garbage trucks, as well as other applications. Filtrec has an ISO 9001:2000 certification and manufactures more than 42 000 different parts that can be ordered through its on-line, automated system. The company maintains its own catalogue of branded products and also produces items under other brand names. It also offers custom design laser engraving on parts and technical engineering support.

### Objectives:

Filtrec North America's main mission goal was to secure representation in the market and identify distributor opportunities.

### Mission Results:

Filtrec North America networked with potential customers during 13 meetings. It also had the opportunity to meet with existing clients during the event.

The company plans to pursue at least seven new leads. It is sending out price lists to Berendsen Fluid Power, Power Dynamics Ltd., and Rosedale Products.

It also hopes to secure a new North American supplier of endcap components used to manufacture its filters.



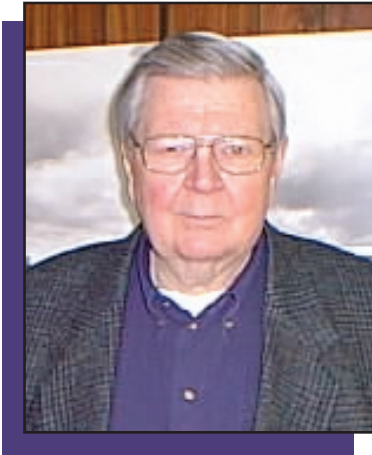
*"We are extremely pleased with the overall mission. It provided us access to companies we previously had not been able to contact."*

– Cassandra Giroux  
*Technical Inside Sales*

Filtrec North America



## ACTIVE EXPORTERS



**Dr. George Fleming, Ph.D.**  
President

### fsc limited

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**Sector:** Manufacturing/Technology  
Company established in 1976, employs 16 people.



#### Company description:

fsc limited develops Enterprise Asset Management (EAM) systems used in major facilities and organizations in the mining, power generating, pulp and paper, healthcare, education, and consumer product manufacturing industries. The company's 4Site software package offers a unique combination of functionality, integration and an incomparable implementation process that allows clients to become operational quickly. A service award recipient, fsc limited also provides support and customization of its software for its clients and is a Microsoft Certified Partner.

#### Objectives:

fsc limited wanted to meet with potential partners/distributors and obtain leads for new clients. As a secondary goal, the company was interested in identifying companies that supply software such as data historian packages, process control, data mining, and business intelligence that could expand 4Site's scope.

#### Mission Results:

fsc limited had productive meetings with nine companies. It is initiating partnerships with three firms interested in distributing its products. It also plans to schedule further meetings with four companies to demonstrate its products.

In addition, fsc made contact with a Chicago manufacturing organization that invited it to attend bi-monthly meetings. The sessions are attended by manufacturing Chief Executive Officers and Chief Technology Officers.

The company hopes to secure a distributor in the region to serve the prospective customers it identified during the mission.

*"Our visit to the Canadian consulate was very productive and informative. It was also very helpful that the mission coincided with National Manufacturing Week. In addition, the integration between FedNor and the Consulate provided us an opportunity to meet with companies that we hope to conduct business with in the future."*

– Dr. George Fleming, Ph.D.  
President  
fsc limited

## ACTIVE EXPORTERS



**Dave Ham**  
President



**Rob Maguire**  
Marketing Manager

## Henley Boat Manufacturing

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**Sector:** Manufacturing  
Company established in 1972,  
employs 4 people.

### Company Description:

Henley Boat Manufacturing produces custom-built marine vessels for the commercial market. Much of the company's success is due to the collaboration of public and private partnerships that establish requirements for increasing the number of vessels capable of experiencing multiple missions while keeping costs low. Henley Boat Manufacturing uses premium materials to construct its seaworthy, durable designs and is the only welded aluminum marine manufacturer in North America to offer lapstraked hulls. Lapstraking, combined with ribbing, adds tremendous strength to hulls allowing them to endure the rigours of commercial marine life.

### Objectives:

Henley Boat Manufacturing was interested in establishing relationships with distributors in Illinois to target commercial and consumer markets.

### Mission Results:

Henley Boat Manufacturing participated in four meetings at the trade mission. It met with the National Marine Manufacturers Association and the National Marine Representatives Association (NMRA) to discuss its export potential in the Chicago area as well as nationally. Through its contact with the NMRA, Henley identified several leads in the Chicago market as well a future opportunity in Baja, Mexico.

Henley also spoke with representatives of Chicago's Fire Department and Police Marine Unit. It plans to submit bids to both organizations for boat manufacturing contracts. The potential contract with the Fire Department entails building a \$3 million 60' aluminum tugboat.



*"Our meetings during the trade mission generated a number of leads for us. We have observed excellent potential for expansion into this market."*

– Rob Maguire  
Marketing Manager

Henley Boat Manufacturing

## ACTIVE EXPORTERS



**Laird Van Damme**  
Consulting Forester/  
Managing Partner



**Peter Higgelke**  
Consulting Forester/  
Managing Partner

## KBM Forestry Consultants Inc.

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Website: www.kbm.on.ca

**Sector:** Forest Management Services  
Company established in 1973,  
employs 30 people.



### Company Description:

KBM Forestry Consultants Inc. is a consulting and forestry management firm dedicated to providing professional, quality service as well as innovative silviculture equipment and products. It offers customers access to new technology through its contacts with major institutions such as universities and government agencies across Canada. KBM mainly serves the forest products industries of Northern Ontario and central Canada. In addition to its three divisions in Thunder Bay – Consulting and Technical Services, Site Preparation and Contracting, and Sales and Service – KBM has a subsidiary in Chile that manufactures chips for pulp mills in the domestic market and for export to Japan.

### Objectives:

KBM Forestry Consultants Inc. wanted to identify import and export opportunities with American companies. It also intended to conduct research development.

### Mission Results:

All eight of the meetings KBM Forestry Consultants Inc. attended during the mission yielded very strong results.

The firm is continuing discussions with Delphi Technologies to use Delphi GPS technology in the forestry industry.

KBM is also exploring the possibility of a resource-sharing agreement with the Federal Laboratory Consortium for Technology Transfer. In addition, it plans to follow up with potential suppliers.

*“FedNor and  
RAPIDSUCCESS  
did a fantastic job in  
co-ordinating this event.  
We learned a lot about  
the power of the Midwest  
U.S. market and plan to  
look to this region for  
suppliers. We look  
forward to attending  
future trade missions.”*

– Laird Van Damme  
Consulting Forester/  
Managing Partner

**KBM Forestry  
Consultants Inc.**

## ACTIVE EXPORTERS



**Lou Blanchette**  
General Manager



**Gord Sunstrum**  
Sales Manager

## Mining Technologies International Inc.

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**Sector:** Manufacturing  
Company established in 1971,  
employs 65 people.

### Company Description:

Mining Technologies International Inc. (MTI), based in North Bay, manufactures hydraulic and pneumatic cylinders and Computer Numerical Control (CNC) manufactured volume replacement parts (pins and bushings) for all types of mobile equipment used in the mining, construction, forestry, and waste management industries. The company has an ISO 9001 certification and produces more than 5000 cylinders annually for equipment manufacturing companies worldwide. MTI is also a recognized leader in the economic repair of all types of hydraulic and pneumatic cylinders.

### Objectives:

Mining Technologies International Inc. wanted to meet with Original Equipment Manufacturers (OEMs) to identify opportunities to supply replacement parts and hydraulic or pneumatic cylinders. The company was also interested in pursuing new distributors to increase its customer base within the mining, forestry and waste management sectors. In addition, MTI wanted to review new technologies and products (limit switches, linear transducers, laser applications) that may effect or enhance its product development or distribution methods.

### Mission Results:

Mining Technologies International Inc. attended 12 meetings with OEMs. It identified potential sales opportunities of up to \$100 000 a year with SP Industries, Inc. and JLG Industry.

The company followed up its meeting with SP Industries by visiting its facilities located in Hopkins, Michigan and submitting a quote to manufacture cylinders.

It is also submitting quotes to JLG Industry and Liftomatic Material Handling and visiting TELMI's new chrome rod mill located in Marshall, Michigan.

As well, MTI is interested in supplying products to Vertek Inc. and exploring the possibility of networking with fellow Team Northern Ontario member, Buckstone Inc., to establish a transportation arrangement.

The firm expects to reduce its raw material (tube and steel rod) costs by developing vendor agreements with two firms in Chicago.



*"It is evident that a lot of hard work was put forth in the organization of this mission. Having scheduled meetings that provided personal face-to-face time was invaluable."*

– Lou Blanchette  
General Manager

Mining Technologies  
International Inc.



## ACTIVE EXPORTERS



**Sam Bitonti**  
Sales Representative

### National Supply Centre Ltd.

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**Sector:** Distributor for industrial sector  
Company established in 1991, employs 12 people.

#### Company Description:

National Supply Centre Ltd., located in Sault Ste. Marie, distributes manufactured products built by Italian firms, Bombardieri, Conte, and Level. Bombardieri is headquartered in Bergamo and specializes in building precision machine parts and assemblies made out of alloy steel forgings and used in steel rolling mills, rolling mills for pipe, rolling mills for coils (cold rolling mills and heat rolling mills), aluminum rolling mills, and chemical and energy industries worldwide. Conte, based in Montebelluna, manufactures material-handling equipment for the steel industry. Its products include scales, tilters and conveyor trolleys for coils; tongs for handling coils, blooms, plates, and sheet metal; beams for lifting; C hooks for strips and coils; and custom-designed lifting devices. Located in Via Porra, Level builds piston valves and level gauges for private label and original equipment manufacturers in Canada and across Europe.

#### Objectives:

National Supply Centre Ltd. was interested in meeting with end users and engineers. It was also seeking distributors to assist with product sales.

#### Mission Results:

National Supply Centre Ltd. had a successful experience in meeting with seven American businesses during the trade mission.

The company established two distributorships and several leads for potential distributors – two of which are extremely well-suited to carry its current product lines.

MR & Associates, Inc. is interested in selling for National Supply in Chicago, specifically targeting the area's steel and paper mills. As well, it is exploring the possibility of marketing products in Ohio and other neighbouring states.

National Supply plans to review all prospects with the goal of securing the most appropriate distributor.

*"I felt that the mission was very well-organized and represented a good networking opportunity. It enabled me to meet with companies dealing with similar issues and scenarios."*

– Sam Bitonti  
Sales Representative

National Supply Centre Ltd.

## ACTIVE EXPORTERS

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**Norbert Hoffmann**  
*Chief Executive Officer of  
Refractories/Polymer Division*

### **Novenco Consultants Limited**

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Val Caron ON P3N 1B2

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Website: [www.novenco.com](http://www.novenco.com)

**Sector:** Polymer Concrete, Refractories, Manufacturing  
Company established in 1993, employs 20 people.



#### **Company Description:**

Novenco Consultants Limited (NCL) specializes in comprehensive repair, restoration and manufacturing services. It manufactures high quality, 100 per cent vinyl ester polymer concrete and offers a line of superior products including polymer cells, large sectional tanks, and fiber reinforced plastic products. The company has an ISO 9001:2000 certification and the capacity to complete projects of any size from manufacturing to the final installation. Other NCL services include refractories and field repairs. The firm also has a proprietary formula for polymer concrete that allows the product to be used in various applications in the mining and material processing industries.

#### **Objectives:**

Novenco Consultants Limited was interested in developing relationships with new markets throughout North America and around the world in the mining and mineral processing sectors specializing in polymer processes technology.

#### **Mission Results:**

Novenco Consultants Limited met with six firms including Ultra Tech International, Rosedale Products, Frontier Industrial and InduMar Products Inc. during the mission.

The firm plans to follow up on the significant leads that resulted from the discussions and hopes to secure distributors in the region.

A Green Bay, Wisconsin firm has already expressed interest in using Novenco's products to expand its current offerings.

*"We made a few  
very good contacts  
during the mission.  
I also found the  
trade show to be  
very informative."*

– Norbert Hoffmann  
*Chief Executive Officer*

**Novenco  
Consultants Limited.**

## ACTIVE EXPORTERS



**Mike Rudnicki**  
President



**Angela Rudnicki**  
Administrative Assistant

## Rudnicki Industrial Inc.

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Website: www.rudind.com

**Sector:** Manufacturing (Custom Machining and Fabricating)  
Company established in 1989, employs 10 people.



### Company Description:

Rudnicki Industrial Inc. is a fully equipped custom machine shop, fabricating, and manufacturing facility. It manufactures brush cutters, shredders, strapping choppers, ultra-fine mill grinders, and hundreds of custom and production parts. The company specializes in:

- Machine repair, redesign and strengthening (including heavy equipment);
- Design and manufacture of potentially marketable products;
- Brush cutter parts and sales;
- Mechanical Design & Drafting, computer-aided design/computer-aided manufacturing (CAD/CAM);
- Prototype building; and
- Short Run Manufacturing.

Rudnicki's current client base is primarily in the wood processing industry.

### Objectives:

Rudnicki Industrial Inc. wanted to identify customers with proprietary products who require manufactured components or complete products. It also wanted to establish contact with a sales or marketing agency to assist with selling its products.

### Mission Results:

Rudnicki Industrial Inc. met with 12 firms during the trade mission. Five of its meetings were initiated on site and occurred as a direct result of its participation in the trade show.

Discussions with Safety-Kleen Systems Inc. led to a request for a re-designed oil filter shredder. Rudnicki now plans to re-group and develop a new product.

The company is also submitting a quote to produce filter endcaps for fellow trade mission participant, Filtrec North America.

In addition, Rudnicki identified opportunities with Acme Scrap to dispose of waste and Shell Oil for a new product to be used in its oil change business. The firm was also very impressed with its distributor contact. It received several orders before leaving the mission and has identified significant potential for ongoing business.

*"Everyone involved in the mission went beyond what was expected. We gained valuable insight and fresh ideas and also met with companies we would not have previously thought to approach."*

– Mike Rudnicki  
President

Rudnicki Industrial Inc.

## ACTIVE EXPORTERS



**David Williamson**  
Business Manager

### The Sault Ste. Marie Innovation Centre

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**Sector:** Technology  
Established in 1999,  
employs 10 people.



#### Company Description:

The Sault Ste. Marie Innovation Centre is a non-profit organization that strives to assist Sault Ste. Marie and the Algoma District in achieving economic diversification in information technology and knowledge-based industries. The organization has developed a comprehensive, portable and fully scalable Geographic Information System (GIS) solution. Its Web-enabled city mapping and administrative solution, branded Integrated Geomatic Service (IGS), was developed exceeding ISO standards. All of the product's components are ISO certified. The system has been implemented in several municipalities including Sault Ste. Marie, Halton and a group of smaller communities in Northern Ontario. The Centre offers delivery and installation and remote servicing of its systems. The organization can also structure a GIS as an Internet Service Provider model, allowing services implemented in one community to be extended into others via the Internet.

#### Objectives:

The Sault Ste. Marie Innovation Centre was interested in gaining market intelligence from civil engineers working with municipalities and utility companies. It also wanted to directly market its product to private sector utility companies. In addition, the organization hoped to identify companies interested in developing relationships with businesses in Sault Ste. Marie and the Algoma District.

#### Mission Results:

The Sault Ste. Marie Innovation Centre established several new contacts during seven pre-arranged meetings and through networking at the trade show.

The organization discussed potential linkages between its GIS Utility Model and the product lines of eRPortal Software Technologies Group and Synergen Inc. It plans to organize follow-up meetings with both companies.

The Sault Ste. Marie Innovation Centre also met with Pangaea Information Technologies Ltd. to identify common market opportunities and develop a distributor relationship. Follow-up meetings have been held and both organizations are currently assessing opportunities for future product integration.

In addition, the Centre also reported a potential to expand in the Northern Ontario market after speaking with other mission participants.

*"The information sessions presented by the Canadian Consulate and U.S. Trade Advisors were extremely useful. The mission also provided exceptional opportunities to learn about and explore the Chicago market."*

– David Williamson  
Business Manager  
Sault Ste. Marie  
Innovation Centre

## ACTIVE EXPORTERS



**Rick MacKenzie**  
Sales & Business  
Development Manager



**Guy Labine**  
Director of Business  
Development

## Science North Enterprises

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Website: www.snterprises.com

**Sector:** Tourism/Education/  
Entertainment/Multimedia  
Company established in 1996,  
employs 11 people.

### Company Description:

Science North Enterprises is a division of Science North, an educational science centre located in Sudbury. It specializes in operations consulting, content/concept design and production of multimedia and theatre attractions, traveling and permanent interactive exhibits, and films (e.g. IMAX films) for science centres, museums, zoos, aquariums, and themed-entertainment venues worldwide. It also leases and sells existing exhibits and multimedia attractions. The company has received several awards for its travelling exhibit and IMAX film profiling Jane Goodall and her work with chimpanzees.

### Objectives:

Science North Enterprises wanted to develop partnerships with exhibit design firms, fabricators and architects and meet with potential clients such as science centres, zoos, museums, aquariums, and visitor centres.

### Mission Results:

Science North participated in 11 meetings with museums and zoos during the mission and experienced positive results.

The company signed contracts with two museums to lease its new travelling exhibit and object theatre, *The Climate Change Show*. It also identified several other opportunities for future exhibits.



*"Our mission experience was great! The matchmaking process allowed us to develop relationships with museums we had not been able to connect with previously. The transportation service provided during the mission was also very convenient as it allowed us to quickly and efficiently travel to various meeting locations."*

– Rick MacKenzie  
Sales & Business  
Development Manager

Science North Enterprises

## NEW EXPORTERS

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### Batchewana Band Industries Limited

**Paul Stevens, President**

**Brian McCoy, Board Member**

**Joe Tom Sayers, Board Member**

236 Frontenac Street  
Sault Ste. Marie ON P6A 5K9

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*Batchewana also plans to follow up on a joint venture opportunity that would create jobs in the Sault Ste. Marie area.*

#### **Company Description:**

Batchewana Band Industries Limited is a First Nation-owned company responsible for the administration of the Blue Heron Industrial Park. Currently, there are 11 industries operating within the park and the firm is looking to establish new leads and partnerships with businesses interested in leasing land or buildings.

#### **Mission Results:**

During the mission, Batchewana Band Industries Limited successfully promoted its industrial park as well as the companies situated within it. The organization expects that at least one company will locate there.

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### Hydraulic Solutions

**John Carricato, Manager**

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*John Carricato, the firm's manager, felt the event was very effective in promoting Sault Ste. Marie and businesses in Northern Ontario.*

#### **Company Description:**

Hydraulic Solutions specializes in hydraulic and pneumatic product service and sales. The firm wanted to meet with engineering and maintenance representatives of Illinois, Michigan and Wisconsin manufacturing companies in the steel, paper, logging, and railway industries.

#### **Mission Results:**

Hydraulic Solutions had the opportunity to network with several businesses during the mission. It has submitted quotes to manufacture hydraulic equipment for Reman Specialty Products in Peoria, Illinois. It hopes to see initial contacts made during the mission lead to future relationships.

## NEW EXPORTERS

### Rector Machine Works Ltd.

**Herv Rector, President**

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Fax: (705) 256-6503

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Website: www.rectormachineworks.com

*Herv Rector,  
Company President,  
viewed the trade show  
as a wonderful  
educational opportunity.  
In addition, he enjoyed  
meeting other delegates.*

#### Company Description:

Rector Machine Works Ltd. manufactures and tests hydraulic cylinders; conducts repairs, on-site or in-shop; fabricates and welds to specifications; offers complete Computer Numerical Control (CNC) and general machining for parts. The firm's mission goals were to assess the market opportunity, identify potential clients for its service, and evaluate new technologies and products that will complement its existing lines.

#### Mission Results:

During its meeting with Hercules Bulldog Sealing Products to discuss hydraulic seals and components, Rector Machine Works Ltd. identified new products to complement its current lines. It plans to pursue this opportunity with Hercules.

### ShowPro Trade Show Services and Exhibits

**Tom Hewlett, President**

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*ShowPro plans to  
pursue potential  
opportunities with  
three organizations.*

#### Company Description:

ShowPro is the only full-service exhibit/trade show services and management company in Northern Ontario. With more than 14 years of experience, the firm delivers expertise in planning and event management to ensure a professional trade show experience.

ShowPro's services include:

- trade show management;
- portable display rentals;
- installation and dismantling services;
- planning and exhibit layout;
- pipe and draping;
- display graphics; and
- projection systems and screens;
- entertainment;
- staging, lighting and sound systems.

ShowPro was retained to design, develop and implement the 20 x 40 foot Team Northern Ontario Pavilion for display at National Manufacturing Week.

#### Mission Results:

The company's Team Northern Ontario Pavilion displays helped increase awareness of its products and services. As a result, the firm established a number of leads.

## NEW EXPORTERS

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### Superior Industrial Services

Tony Porco, *Manager*

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*Tony Porco found the trade mission was very professionally executed and would attend future initiatives.*

#### **Company Description:**

Superior Industrial Services is a fabricator and prime contractor in industrial, mechanical, civil, and structural projects. The company was interested in meeting with steel-related companies requiring Computer Numerical Control (CNC) cutting and oxy-acetylene burning services. It also wanted to establish contacts with pulp and paper industries and co-generation plants.

#### **Mission Results:**

SIS had the opportunity to meet with several major suppliers of extruded aluminum, a material it plans on using on its new product. The firm also met with metal-cutting companies that could provide support when wire cutting services are required.



*McCormick Place is an expansive facility, playing host to numerous trade shows and conventions annually.*