



April/May 2006

TRADESHOWS AND EVENTS

Team Canada Atlantic Mission

Miami & Orlando, FL

May 14-18, 2006

Applications are now being accepted for associate participants which provides networking opportunities in the Florida market. As an associate participant, you would be invited to attend formal receptions and other organized mission events with Premier Bernard Lord, the Minister responsible for ACOA, and other federal and provincial dignitaries. You are encouraged to seek out business opportunities, develop in-market contacts and even invite your clients to attend special functions like the "Taste of Atlantic Canada Reception" event being held in Miami. For detailed information contact Pierrette Battah, Business New Brunswick at 506-444-4156 or by email at pierrette.battah@gnb.ca.

Workshop on Education in Africa

Fredericton, NB

May 24, 2006

Business New Brunswick, in partnership with the Canadian Council on Africa are pleased to announce that William Saint, Lead Education Specialist, Africa Division of the World Bank, Washington, will deliver a Workshop on Education in Africa. The focus of the program will be tertiary education in Africa, but since Mr. Saint has been involved in education in Africa in various capacities over the last 15 years, he has a broad range of experience and knowledge to share with participants. This will be a good venue for individuals, educational institutions and private firms to learn more about how to be involved in educational opportunities in developing countries in Africa. It will also be of interest to individuals wishing to learn more about the role of the multilateral banks and aid agencies in education, training and e-learning in developing countries. Cost will be \$50.00 per registrant and will cover lunch. If you wish to attend, contact Lynne Tompkins with your coordinates at 506-453-8756 or by email at lynne.tompkins@gnb.ca.

Inform, Inspire, Ignite

Amsterdam Inn, Fredericton, NB

May 30, 2006

Business New Brunswick is pleased to welcome popular TV personality and long time DIY designer, **SUE WARDEN**, host and executive producer of "Sue Warden Creative Décor" to head up a prestigious line of creative industry gurus conducting a day long program entitled "Inform, Inspire, Ignite". This exciting line-up of industry experts includes:

Marie Browning, "Marie Browning Creates" from British Columbia. Marie is a published author with over a half million books in print;

Karen Booy, "Creative Spirit Coaching" from British Columbia. Karen has been involved in nearly every aspect of the industry as a designer, giftware manufacturer, author, speaker and publisher;

Debra Quartermain, "Homespun Treasures Designs" is a New Brunswick entrepreneur who has been involved in the industry for twenty years. Debra is an international recognized designer and author.

New Brunswick manufacturers will have the opportunity to network with these incredible industry movers and shakers, taking advantage of their "secrets" to successful exporting and moving through the maze of selling creativity. For more information or to register, contact Anne Albert at 506-444-5047 or by email at anne.albert@gnb.ca.

The **Business Exchange** is an information service offered by the Department of **Business New Brunswick** to New Brunswick business.

Feature Sites

Business New Brunswick's corporate website provides information to New Brunswick businesses wanting to expand and export.

www.gnb.ca/bnb-enb

NBJobs.ca promotes career opportunities available in New Brunswick.

New Brunswick Opportunities Network is the Province's official site for advertising and distribution of goods and services procurement.

www.gnb.ca/0099/tenders

www.SourceNB.ca is a free website e-marketplace that matches products and services with thousands of business opportunities posted by domestic and foreign corporations and governments.

The Canada/New Brunswick Business Service Centre is your clearinghouse for federal and provincial business information.

www.cbbsc.org/nb

Service New Brunswick is the provincial government's chief provider of front-line services to the public.

www.snb.ca

2nd Annual ContactNB Awards of Excellence
Delta Beau séjour, Moncton, NB
June 8, 2006

The ContactNB Awards of Excellence recognize and celebrate the outstanding achievements of our industry, our agents, our managers and our suppliers, as well as our member organizations and volunteers. Check online at www.contactnb.ca for the most up-to-date information on this exciting and important event.

Reaching Atlantica – Business without Boundaries
Saint John Trade & Convention Centre, Saint John, NB
June 8-10, 2006

The Atlantic Provinces Chambers of Commerce and the Saint John Board of Trade are pleased to present **Reaching Atlantica - Business Without Boundaries**. The conference will leverage existing trade initiatives within the newly-defined region of Atlantica, while discussing the opportunities and challenges and helping delegates forge new strategic relationships. This year's conference will focus specifically on the Energy, Transportation and Tourism sectors. For more information and to register visit: www.reachingatlantica.com.

FITT National Conference: Strategies and Networks
Halifax, NS
June 13-14, 2006

Now in its 9th year, the FITT Conference theme National Strategies and Networks combines opportunities for you to meet international trade practitioners from across the country and to sharpen your international business strategies. With the ever increasing and changing knowledge requirements needed to succeed in international trade, including finding financial resources and making contacts, the Conference Program will be filled with sessions that are sure to provide you with information that will help you achieve your goals. This conference will host businesses and individuals involved in international trade, industry associations and their members, government partners and students. For more information, please visit www.fitt.ca/conference/2006.

Animation Market Reconnaissance Mission to the SIGGRAPH Exposition
Boston, MA
July 30 - August 2, 2006

In support of the development of the digital art, animation, and visual effects industry emerging in New Brunswick, this will be an important collective market reconnaissance-development mission for this industry in New Brunswick. Visit www.siggraph.com, or contact Stephen Kelly, Business New Brunswick at 506-444-5265 or by email at steve.kelly@gnb.ca.

4th Annual New Brunswick Rising Star Recognition Event
Moncton, NB
September 27, 2006

The Greater Moncton Knowledge Industry Network is once again hosting the Rising Stars Recognition Event for Knowledge Workers. The objective of this event is to recognize knowledge industry workers, in companies or organizations throughout New Brunswick, who have distinguished themselves with the quality of their work and for their positive impact in their community and the industry. These Rising Stars, in addition to being recognized for their work, will be provided with a mentorship program for the year. The objective of the mentorship program is to prepare them to become our future leaders and entrepreneurs. The call for nominations opened in April at an official ceremony during the Geeks on Ice Hockey Tournament. For information regarding nominations or sponsorship opportunities visit www.risingstars.ca.

Awards

Geeks on Ice

In April, over 350 knowledge industry professionals and their families from around Atlantic Canada converged on the Moncton Sportsplex to participate in the third annual Geeks on Ice hockey and inaugural Geeks Golf tournaments. The purpose of these tournaments is to promote networking between IT professionals in Atlantic Canada and to raise funds to purchase computers and peripherals for a non-profit organization. Matt Leduc of PropertyGuys was awarded the Business New Brunswick MVP trophy by BNB representative Mathieu Brideau. PropertyGuys.com captured the Whitehill Cup by defeating Canada Post 4 to 1 in a thrilling finale.



7th Annual Contact Atlantic Conference and Exposition
Delta Brunswick, Saint John, NB
October 4-5, 2006

For more information on sponsorships or how to get involved in the organizing committee, please contact Angela Matchim at matchim@contactnb.ca or Anne Woodside at anne.woodside@cendant.com. Sponsorships are now available for the event and are assigned on a first come first served basis.

SMART MARKETING – TIPS FROM THE EXPERTS

Courtesy of
Doug Daley
VP Sales and Marketing
Kiers Marketing Group
761 Union St.
Fredericton, NB

Take advantage of one of the most powerful and least expensive forms of marketing on the planet today. What I'm talking about is...

REFERRALS

Asking for and receiving a referral from an existing customer could have more impact than any other marketing strategy or advertising. A referral can quickly open doors for new prospects and hopefully new customers.

It's easy, all you have to do is ask one simple question that goes something like this "now that you see the quality of our product and/or service we provide, do you have any business associates that may be in the market for our product/service as well?"

Many companies have built their success on asking that one simple question. Many salespeople forget to ask their customers for referrals. A satisfied customer is usually more than happy to help you and will provide you with a name of someone you can call. A referral will generally accelerate the sales cycle because your prospective customers rely on the confidence and trust that your existing customers have for you.

Calling someone who has been referred to you by their associate or friend also eliminates the "cold" part of the cold call. Once a prospective customer knows you are doing work for someone they know, setting up the first meeting is a whole lot easier.

It is proper business etiquette to reward your customer for the referral. Whether it is a free lunch, a discount on their next order with you or a simple thank you card, you need to let your customer know that you appreciate that referral.

Set yourself up for success by asking for a referral from an existing customer.

To find out more about Kiers Marketing Group, visit their website at www.kiers.com. To subscribe to the free bi-weekly sales and marketing tip from Kiers Marketing Group contact ddaley@kiers.com.

New Brunswick Export Achievement Awards - Fredericton - May 24, 2006.

The Department of Business New Brunswick, together with the New Brunswick Division of the Canadian Manufacturers & Exporters (CME), wish to recognize outstanding performance in export trade. This year on the occasion of the 54th Annual General Meeting of CME, awards are to be given to exporters in three sales categories. The 2006 winners will be honoured at an award presentation and dinner May 24, 2006. For more information, contact Anne Albert, Business New Brunswick at 506-444-5047.

Are you aware of all the services that Business New Brunswick offers?

To receive an information kit that describes how Business New Brunswick can help companies

Expand, Export and Exceed please email

edith.robichaud-davis@gnb.ca

and include your mailing address!

INNOVATION – IN NEW BRUNSWICK

MANNING INNOVATION AWARDS NOMINATIONS

The following New Brunswick companies have been nominated for the 2006 Manning Innovation Awards, which will be held in September 2006.

ADI Systems Inc. of Fredericton, nominated for the development of an Air Seal Decanter used in conjunction with SBR wastewater treatment.

ADI International, Inc. of Fredericton, nominated for their method of removing arsenic from drinking water.

Medbridge Systems, A Division of Incom, Fredericton, NB, nominated for a system/software that speaks in a hospital patient's own language, allowing communication with hospital personnel.

Measurand Inc. of Fredericton, NB nominated for their Shape-Sensing Arrays.

Q1 Labs, Inc. of Fredericton, NB, nominated for their qVision and Qradar – Computer and Network Security Software.

Congratulations to the nominees, and good luck in September!

KIRA AWARDS

Another gala evening in New Brunswick has resulted in seven new KIRA recipients. The 2006 KIRA Awards had record nominations and record-breaking attendance. Organizers of the event, worked closely with the Delta Hotel to accommodate the additional requests for tickets.

The 2006 KIRA Awards went to:

Export Product: Spielo, A GTECH Company

Export Service: PQA Testing Inc.

Most Promising Start-up: Virtual Expert Clinics

Employment Growth: PQA Testing Inc.

Industry Person of the Year: Curtis Howe, Mariner Partners

Technological Advancement/Innovation – Private Sector:

InteliSys Aviation Systems

Technological Advancement/Innovation Public Sector:

NB Policing Information

Management/InformationTechnology Sharing Program

(NB PIMITS)

BUSINESS TOOLS

Need money to develop a new product?

Want to pay less income tax?

The Small Business Investor Tax Credit is the tool you need.

This new program was created by the Government of New Brunswick to encourage investment by New Brunswick residents in New Brunswick small businesses, and to provide them a new source of capital. The New Brunswick Small Business Investor Tax Credit provides a 30 per cent non-refundable personal income tax credit of up to \$15,000 per year (for investments of up to \$50,000 per investor) to eligible investors who invest in small businesses in the province. Visit the Department of Finance's website to know more at: <http://www.gnb.ca/0162/tax/sbitc/smallbusiness.htm>.

Red Tape Reduction

Business New Brunswick is pleased to announce that the Red Tape Reduction Program has joined the department. Government, in partnership with the Red Tape Reduction Advisory Committee, will continue to make the day to day dealings of the business community easier by reducing barriers and fostering growth. Stay tuned for details about Red Tape Reduction Successes in upcoming issues of the Business Exchange.

Innovation News

New Brunswick's Innovation website, www.InnovationNB.ca, is designed to help entrepreneurs implement innovative new products, services, processes and technologies into their companies.

NBIF Launches the Seed Equity Fund

The New Brunswick Innovation Foundation (NBIF) has launched a new private sector investment fund, the Seed Equity Fund (SEF), which caters specifically to entrepreneurial New Brunswickers throughout the province. The Seed Equity Fund provides entrepreneurs in New Brunswick with a unique opportunity to obtain the critical equity financing they require to transform their innovations and business concepts into commercially viable ventures. The SEF is intended to act as a catalyst for launching and developing new and innovative enterprises in New Brunswick. It also will assist NBIF in continuing to stimulate innovation and a culture of innovation and entrepreneurship throughout New Brunswick. For more information, please visit the [Seed Equity Fund](#) section of the Innovation Foundation website: www.nbif.ca.

BUSINESS ASSISTANCE - ENTERPRISE NETWORK

Your local Enterprise Agency is focused on helping small and medium-sized businesses succeed with their start ups or expansions. They are your first stop for Business Assistance.



Come and visit us at: Enterprise Network www.enterprise-entreprise.ca

Enterprise Carleton Region
www.ent-carleton.ca

Enterprise Central N.B.
www.ent-centralnb.ca

Enterprise Chaleur
www.enterprisechaleur.com

Enterprise Charlotte
www.ent-charlotte.ca

Enterprise Fredericton
www.ent-fredericton.ca

Enterprise Fundy
www.ent-fundy.ca

Enterprise Grand Falls Region
www.ent-grandsault.ca

Enterprise Greater Moncton
www.greatermoncton.org

Enterprise Kent
www.ent-kent.ca

Enterprise Madawaska
www.edmundston.ca/entmad/home.asp

Enterprise Miramichi
www.ent-miramichi.ca

Enterprise Peninsula
www.ent-peninsula.ca

Enterprise Restigouche
www.restigouche.ca

Enterprise Saint John
www.Enterprisesj.com

Enterprise South East
www.Enterprisesoutheast.ca

Give us your ideas on how we can better serve you.

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