



February/March 2006

TRADESHOWS AND EVENTS

Healthcare Trade Partnering ICT Mission

Boston, MA

March 7-9, 2006

This mission will utilize the services of a qualified professional match-maker to provide up to ten (10) Atlantic ICT companies with business appointments over a two day period in the Boston area. The program includes a business reception at the Canadian Consulate Boston, a networking reception with the British Consulate, and a networking breakfast and dinner. The fee is \$250 and includes the match-maker and transportation to and from the business meetings. The Trade Assistance Program (TAP) is available for eligible organizations. If you are interested, contact Stephen Kelly, Business New Brunswick at steve.kelly@gnb.ca or 506-444-5265.

International Boston Seafood Show

Boston, MA

March 12-14, 2006

This annual show also includes Seafood Processing America – now two shows under ONE roof! The premier seafood trade show in North America is held at the new Boston Convention and Exhibition Center. World exhibitors from 37 countries feature their full line of products to buyers of leading restaurants, hotels, resorts, institutions, seafood markets, and supermarkets, as well as distributors/wholesalers, processors, importers, exporters, brokers, and traders. Expressions of interest are now being accepted for participation in these two venues. The seafood component is under the New Brunswick Pavilion with grouping once again under the larger banner of Atlantic Canada. The manufacturing sector will also be featured under the Atlantic Canada banner. For more information contact Anita Landry, Business New Brunswick, at anita.landry@gnb.ca or 506-453-8436. Register early as space is limited. Visit www.bostonseafoodshow.com for details on the 2006 show.

ICT EXPORT MARKETING TO THE U.S.A. SEMINAR

Moncton, NB

April (TBD), 2006

This seminar is for ICT and learning industry companies seeking channel distribution or strategic partners for export development in the U.S.A. It will be delivered as a hands-on workshop lead by Stephen Davis of the CXO Advisory Group in Boston. The format will offer both market intelligence to export-ready companies and a brainstorming session with government officials on market entry strategies. The seminar will be from 9:00 am to 4:00 pm. The cost of participation is \$75 per person. If you are interested, contact Stephen Kelly, Business New Brunswick at steve.kelly@gnb.ca or 506-444-5265.

CTIA Wireless

Las Vegas, NV

April 5-7, 2006

Don't miss an opportunity to profile your company in the Canadian Pavilion at this key event for the wireless technologies industry. For show information visit: www.ctiawireless.com. For details on participating with Canada, contact Stephen Kelly, Business New Brunswick, at steve.kelly@gnb.ca or 506-444-5265, or Victor Landry, Industry Canada, at landry.victor@ic.gc.ca or 506-851-6421.

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.cbosc.org/nb

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

www.snb.ca

**Trade & Partnering Mission to CSTD Symposium – Oil & Gas industry
Calgary, AB
May 4-5, 2006**

Further to attending the CSTD Symposium, if ICT & Learning companies are interested, Business New Brunswick will arrange an industry partnering mission to establish New Brunswick as a source of supply to the booming oil and gas industry in Alberta. Visit www.cstd.ca. If you are interested in this partnering mission, contact Stephen Kelly, Business New Brunswick at steve.kelly@gnb.ca or 506-444-5265.

**European Seafood Exposition
Brussels, Belgium
May 9-11, 2006**

The European Seafood Exposition (ESE) offers the best one spot place to meet the world's seafood industry - all the top-level decision makers in purchasing, supplying, processing, distributing, and the import/export business. The ESE opens a world of opportunities for business to negotiate and connect with both new and old clients. Only the European Seafood Exposition and Seafood Processing Europe offer the largest single business forum for accessing worldwide seafood buying power. For more information contact Anita Landry, Business New Brunswick, at anita.landry@gnb.ca or 506-453-8436. Available booth spaces are limited so call today if you plan to expand into new European markets!

**Exploring University/Industry Partnerships for a Prosperous Future
Delta Beauséjour Hotel
Moncton, NB
May 9-11, 2006**

Rendez-vous Biosciences 2006 is an opportunity for Atlantic Canada's entire biosciences community to showcase research, celebrate successes, build understanding of the commercialization process and develop strategic partnerships for the future. Join biosciences researchers, international experts, investors, entrepreneurs, and many others for this opportunity to connect, build and engage. For more information or to register, visit: www.mta.ca/rendezvousbiosciences.

**CEO Bootcamp – Mark Your Calendar!
Halifax, NS
May 12, 2006**

This Atlantic event is the second annual and is being hosted by the Information Technology Association of Nova Scotia (ITANS). Don't miss this opportunity to network in this event dedicated to CEO's that focuses on how to grow your business. Visit www.itans.ns.ca, or contact Stephen Kelly, Business New Brunswick, at steve.kelly@gnb.ca or 506-444-5265.

**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 pierrette.battah@gnb.ca or 506-444-4156.

Awards

Precision Metal, a specialized machining company based in Mactaquac, ranked third on Progress's 2006 Fastest Growing Companies List. This is a highly anticipated ranking of 35 turbo-charged companies who have seen the most significant increase in revenues over the last three years.

In November, **Remsoft** president Andrea Feunekes was named the Canadian Woman Entrepreneur of the year for innovation by the Royal Bank of Canada. Remsoft, which started in 1992, makes software to allow for sustainable forest management.

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. Please note that the deadline to apply is March 31, 2006. For more information, contact Anne Albert, Business New Brunswick at 506-444-5047.

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.

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 steve.kelly@gnb.ca or 506-444-5265.

SMART MARKETING – TIPS FROM THE EXPERTS

Brought to you by:
David Chambers, President
sgci Communications Inc.
131 Main Street, Sackville, NB E4L 4B2

....Narrow your focus...

Chances are your business already has too many marketable ideas, too many identified business opportunities, too many layers in its business strategy. Contrary to commonly held opinion, diversity is usually not the determinant of a healthy and successful business—one recognized for being in some respect extraordinary and enjoying a dominant market share.

In fact, most businesses don't benefit from more ideas; they need fewer ideas and better judgment about which deserve investment. They need focus!

Focus helps simplify your business proposition; focus gets internal resources dedicated to a common goal; and focus puts a clear, compelling idea in the mind of your customer. Focus will protect you from the pitfalls of trying to be all things to all people. Focus will prevent you from wandering away from your core business, seduced by "easy" sales opportunities in fields you understand a whole lot less than the one you're already in.

At the end of the day, it's not your product or your brand that makes you successful. Your customer makes you successful. With your customer in mind, what unique product, service or idea represents your best shot at future success? Is that your focus? It can be hard, but it's that simple.

To find out more about sgci Communications visit www.sgci.com or call 506 364-8800.

Awards

New Brunswick companies and individuals within the Knowledge Industry are invited to nominate individuals or organizations for KIRA 2006. KIRA is a province-wide event with awards in seven categories. We encourage companies to self nominate or have someone else nominate for you or your company. **Nominations close on Monday, March 27, 2006.** Three finalists in each of the seven categories will be announced during the week of April 17-21, 2006. Award Recipients will be announced at the 8th Annual KIRA Awards Evening on May 4, 2006.

Visit www.kiraawards.com for more detailed information.

Did you know?

Andreanne International Inc., makers of Brunswick Sheets, donated \$50,000 worth of sheets and other products to the relief campaign for St. Martinville, LA victims of hurricane Katrina.

*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!*

Kirk MacDonald**Minister of Business New Brunswick**

Kirk D. MacDonald is the Member of the Legislature for the constituency of Mactaquac. A member of the Progressive Conservative Party, he was elected to the 54th Legislature in the provincial general election held June 7, 1999. During the 54th Legislature, he was a member of the Standing Committee on Public Accounts, Standing Committee on Law Amendments, and Legislative Administration Committee.

He was re-elected in the provincial general election held June 9, 2003. He chaired the Select Committee on Wood Supply and served on the Select Committee on Public Automobile Insurance. He was a member of the following standing committees: Public Accounts, Private Bills, Crown Corporations, Procedure, Law Amendments, and the Ombudsman.

On February 14, 2006, he was sworn in as Minister of Business New Brunswick.

Mr. MacDonald graduated from Stanley High School and continued his education at the University of New Brunswick, receiving a Bachelor of Business Administration degree. Active in politics since high school, he is currently a director of the Tobique-Mactaquac Progressive Conservative Association. Over the last decade, he has owned several businesses in his riding and the Greater Fredericton Area.

Mr. MacDonald has also contributed widely to his community as a volunteer. He is a member of the board of directors for St. Thomas Anglican Church and for the Stanley Fair Planning Committee. He chairs the agriculture exhibits committee at the Stanley Fair and is a member of the Stanley Agricultural Society #35. He is also a member of the UNB Business Society and Nashwaak Bicentennial Association.

Mr. MacDonald was born in Stanley, N.B., the son of Barbara and Doug MacDonald. He currently resides in Stanley.

Éloi Duguay**Deputy Minister of Business New Brunswick**

Éloi Duguay brings to Business New Brunswick a wealth of experience in both the private and public sectors. He received his Civil Engineering Certificate from the University of Moncton in 1968 and went on to obtain his Bachelor of Science Degree in Civil Engineering from the University of New Brunswick in 1970.

For 14 years, Mr. Duguay worked as an engineer with the New Brunswick Department of Transportation, and then went on to become city administrator for the City of Edmundston. In 1991, he purchased the Edmundston-based sign manufacturing company Enseignes 'Imperial' Signs Itée/Ltd where he served as president, and in 1998 consolidated his company to become Pattison Sign Group, part of The Jim Pattison Group.

Mr. Duguay then moved to Toronto where he served as both executive vice-president and president with Pattison Sign Group, where he managed a firm with exports to several international markets. In 2005 he retired from the company and moved back to New Brunswick. He then made the decision to assume the role of Deputy Minister for Business New Brunswick.

Along with his business pursuits, Mr. Duguay has served as president of the Conseil économique du Nouveau-Brunswick, president of the New Brunswick Association of Professional Engineers, and has been a member of the Canadian Council of Professional Engineers and the Edmundston Chamber of Commerce.

Mr. Duguay was born in St-Sauveur, New Brunswick, and is the proud father of four adult sons. He currently has four granddaughters and one grandson. He is an avid ski enthusiast, and enjoys travelling and other outdoor pursuits.

A new website to promote innovation in business officially launched on October 18, 2005. New Brunswick's Innovation website, www.InnovationNB.ca, is a joint initiative of the provincial and federal governments. The site is designed to help entrepreneurs implement innovative new products, services, processes and technologies into their companies.

How innovative is your organization?

Put your organization to the test. The following 10 questions will help you determine how your firm measures up. Give your company one point for every “yes” answer.

1. Does at least 25% of your revenue come from products or services developed in the past five years?
2. Has your company developed any new products, processes or services in the last two years?
3. Do you consistently outperform your competition in the areas of quality, time to market, profitability and customer service?
4. Do you keep up to date on state-of-the-art technologies or practices in your industry?
5. Are you involved in any industry networks for exchange of ideas and information?
6. Have you invested in new technologies in the past two years?
7. In the past two years, have you undergone improvement processes (productivity, quality control, industry certification etc.)?
8. Do you regularly train people at all levels in the latest technologies and practices in your industry?
9. In the past two years, has your company taken advantage of the knowledge and capabilities of research facilities or expert consultants?
10. Have you explored the possibility of R&D partnerships with other companies, universities or research institutes?

Score 1-3 = Your organization needs to find out what is required to compete in today's marketplace. If you do not take action, you may find your industry passing you by. You should consider taking some important steps to improve your competitiveness and seek advice from industry experts.

Score 4-6 = Your organization needs an innovation boost! You should consider taking important steps to improve your competitiveness, explore new technologies and identify new growth opportunities in your industry.

Score 7-9 = Your organization is on the right track! You should still consider strengthening your processes for new product, service or process development; investigating new partnership opportunities; and enhancing the innovation culture of your organization.

Score 10 = Congratulations! Yours is a rare organization. You should consider sharing your experience with other organizations that could benefit from your practices. You may still find benefits in streamlining your processes for new product, service or process development and in continuing to foster a culture of innovation in your organization.

Visit www.InnovationNB.ca for more information, and to learn about others who've successfully innovated.

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.



Enterprise Network News and Events

Enterprise Fredericton spent \$200,000 on market research, an investment preparedness report, and the design of a one-of-a-kind international website, to attract new companies to the capital region. The website is: www.investfredericton.com

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

Enterprise Carleton Region
www.ent-carleton.ca

Enterprise Kent
www.ent-kent.ca

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

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

Enterprise Chaleur
www.enterprisechaleur.com

Enterprise Miramichi
www.ent-miramichi.ca

Enterprise Charlotte
www.ent-charlotte.ca

Enterprise Peninsula
www.ent-peninsula.ca

Enterprise Fredericton
www.ent-fredericton.ca

Enterprise Restigouche
www.restigouche.ca

Enterprise Fundy
www.ent-fundy.ca

Enterprise Saint John
www.Enterprisesj.com

Enterprise Grand Falls Region
www.ent-grandsault.ca

Enterprise South East
www.Enterprisesoutheast.ca

Enterprise Greater Moncton
www.greatermoncton.org

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

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