



Canadian Trade Successes 01-06

## UNITED BY THEIR GOALS, STRENGTHENED BY THEIR DIFFERENCES

### Company contact information:

#### **CNRG International Ltd.**

Len Apedaile, Director (Principal, Econ Consulting)

Vancouver, British Columbia

Tel: (604) 602-5248

Email : [len@econ.ca](mailto:len@econ.ca)

[www.cnrq.org](http://www.cnrq.org)

### Key Quotation:

“CNRG works because it allows its members – British Columbia-based private corporations, universities and government agencies – to pursue their own goals within a team setting,” says Terry Conville. “CNRG professionals from different fields offer valuable assistance and exceptional expertise but the individual companies reap the rewards when the work flows in.”

### Story details:

Yes, they subscribe to the same overriding goal—to use their combined experience and expertise to open up and succeed in new markets. But the 22 members who make up CNRG recognize that they probably share more differences than similarities. And that’s just fine with them.

“Our members include home-operated businesses with one or two people all the way up to companies with 50 people on the payroll,” says Terry Conville, president of Atticus Environmental Services Ltd. and one of the founding members of CNRG. “We have members with little or no international experience, as we do members with tons of experience. The thing is, every member of the consortium brings something different—something valuable—to the table.”

Through its association with CNRG International Inc., Atticus secured a two-year services forest inventory contract with the Mexican national government in 2005. Under the contract,

valued at approximately U.S. \$1.7 million, Atticus will provide nation-wide supervision and quality assurance monitoring of a new forest and soil inventory project. The project is part of the Mexican government's long-term sustainability efforts.

Not surprisingly, given its commitment to share knowledge and expertise, the consortium welcomed the assistance of the province of British Columbia and the federal government in securing the Mexico contract. Leading Edge British Columbia, Western Economic Diversification, Export Development Canada and Foreign Affairs and International Trade Canada offices in Vancouver and Guadalajara opened doors, shared resources and offered expert assistance throughout the process.

The contract was the first major triumph for CNRG. It is unlikely to be their last. The consortium has added five new members since it was created in 2002 to provide resource management consulting services worldwide. It has hired an international marketing coordinator and members are pursuing new opportunities in Chile, Peru, Nigeria and Cambodia.

"CNRG works because it allows its members—British Columbia-based private corporations, universities and government agencies—to pursue their own goals within a team setting," says Conville. "CNRG professionals from different fields offer valuable assistance and exceptional expertise but the individual companies reap the rewards when the work flows in." Obviously, some money flows back into the consortium to support its operations, but it does not impact on the autonomy or the identity of its members.

Cumulatively, CNRG offers decades of experience in every facet of forest, land and water management. From resource inventory, through planning, analysis, certification and education, CNRG brings a depth of specialized knowledge to its clients. Each member is a leader in its particular natural resource management niche.

"At Atticus, we recognize that our success is CNRG's success," says Conville, "just like it will be CNRG's success when the next member, through the consortium, secures a major international deal."