



Canadian Trade Successes 01-06

SOARING TO NEW HEIGHTS IN INTERNATIONAL BUSINESS

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Key Quotation:

Colin Digout knows that REC's success in the international market is thanks, at least in part, to Foreign Affairs and International Trade Canada. "They were very cooperative," he says. So much so, in fact, that he's looking forward to future dealings with DFAIT and its affiliate departments.

Story details:

By the late 1990s, Radiant Energy Corporation (REC) had already found success in North America. The Ontario-based company developed the world's only infrared alternative to traditional glycol-based aircraft de-icing, and had sold InfraTek systems to the Rhinelander Oneida Airport in Wisconsin, the Newark Liberty International Airport in New Jersey, JFK Airport in New York and the Oslo Airport in Norway.

But REC President and CEO Colin Digout didn't want to stop there. "The aviation industry is worldwide and this product can be used anywhere it's cold," he says. Indeed, InfraTek can accommodate any size aircraft, which means that the market for REC is any civil or military airport or aircraft operator in the world that has to deal with icy weather conditions.

To further penetrate the overseas market, REC partnered with Cyvas General Trade Ltd., a Russian contractor specializing in airport design and construction. The Russian airline and airport industry had always been of interest to REC, so when Digout heard that the Russian

government was introducing a new aviation program, his interest was piqued.

The first place he turned to for assistance was Foreign Affairs and International Trade Canada and its Trade Commissioner Service. "I wanted to know what our trade commissioners knew of a new trade corporation that the Russian government was setting up; whether or not it was going to be a competitor or a customer."

As it turns out, the corporation was a very satisfied customer. According to Digout, Foreign Affairs and International Trade Canada responded promptly to his query and analyzed the new aviation program. When word came back from DFAIT that the new Russian aviation company was a potential customer for REC and Cyvas, he moved forward.

REC's success with Cyvas has led to further InfraTek installations overseas. In January 2006, REC announced that it had opened the first infrared de-icing facility in Oslo, Norway, a development that has REC now looking to the future more than ever. "This will prove to be an excellent showcase for the European aviation industry to review the benefits of infrared de-icing," says Digout.

Since selling InfraTek systems overseas, Digout has enjoyed an astonishing growth in REC sales. Because they are introducing a new product to the foreign market, selling just one system increases their sales percentage growth by two or three hundred percent.

And Digout knows that REC's success in the international market is thanks, at least in part, to Foreign Affairs and International Trade Canada. "They were very cooperative," he says. So much so, in fact, that he's looking forward to future dealings with DFAIT and its affiliate agencies.

Digout is right to make plans for future sales. REC estimates the total world market at 1,500 to 2,000 de-icing systems, with prices ranging from US\$2 million to US\$9 million per system. For REC and InfraTek, the sky's the limit.