



Canadian Trade Successes 01-06

KINGSTON, NEW CENTRE FOR OFFICE SUPPLIES

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Key Quotation: “Support from the Community Investment Support Program (CISP) enabled us to create customized hard copy and video proposals for Lyreco,” said Paul Blais, Business Attraction and Retention Team Leader for the Kingston Economic Development Corporation (KEDCO). “There is no question that this extra effort earned the trust and support of their executives and helped to put Kingston at the top of their list.”	
Story details: Thanks to progressive marketing techniques and federal government support, Kingston, Ontario, has landed major new foreign investment in the office supplies industry. Next spring, Lyreco (Canada) Inc. will break ground on the construction of a new distribution centre for its products. Lyreco SA of France, the parent company, is investing \$20 million in the project, which is expected to create up to 80 new jobs. In 2004-05, Kingston received \$10,000 to research opportunities in the distribution sector from the Community Investment Support Program (CISP), a program run by the Department of Foreign Affairs and International Trade (DFAIT) to help municipalities attract foreign direct investment. Typically, the CISP offers a contribution of 50 percent of a project’s value. The rest of the funds must come from the private sector and local communities. The City of Kingston used the funds to prepare a competitive analysis on the logistics sector, which then contributed to the development of promotional materials. At the same time,	

Kingston was approached about a possible investment from Lyreco (Canada) Inc., which was looking to establish a distribution centre.

Based in France, Lyreco SA is a worldwide distributor of business-to-business office supplies. Founded in 1926, the company now operates in 21 countries and has a staff of almost 9,000 employees.

Kingston took advantage of the research conducted with the CISP contribution to develop an appropriate information package and a brief video montage of testimonials by companies currently located in the city.

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KEDCO assembled a DVD presentation targeted to Lyreco and the company’s needs. The DVD is called *Think About It!*

“One of their key location criteria was the labour force and their ability to attract employees to work for them. We had one chance to make a final presentation. We couldn’t bring many people, so we did a DVD with testimonials from plant managers and similar companies,” said Blais.

The full package was provided to Lyreco as part of Kingston’s bid to win the investment. The package was successful in persuading Lyreco to announce in February 2005 that it will establish its next distribution centre in Kingston in 2007.

Since then, KEDCO has formatted the DVD into a promotional piece on the logistics sector, and developed a booklet on the merits of Kingston. “The whole experience helped us understand what our competitive advantages were in that sector,” said Blais.

As well, KEDCO has since used the DVD and booklet to promote Kingston to other potential investors.

In the fall of 2005, the video won an honourable mention at the Columbus Film & Video Festival in the “Business & Industry, Sales & Advertising” category. The festival promotes the use of film, video and DVDs in all forms of education and communication. Each year it holds an international competition—the Chris Awards—to honour excellence in film, video and DVD production.

The Kingston facility will be responsible for distributing products to customers in Quebec and Ontario, shipping its products exclusively by truck. It will be a consolidation of operations on leased premises in Montreal and Toronto. With the purchase of land to construct the facility, the Kingston location will be the company’s first capital investment in Canada.