

List Of New Canadian Business Initiatives In Brazil

January 16, 1998
Sao Paulo, Brazil

Alliance Medical Inc., Saint-Laurent, Quebec

Alliance, a manufacturer of highly specialized medical equipment, has signed a contract with NDT Comercial of Sao Paulo for the distribution of Alliance's products in Brazil. Alliance, which employs 70 people, estimates the value of the contract will be \$3 million over three years. Alliance believes the agreement will help to open up the South American market for its portable and mobile ultrasound devices, which can be used in obstetrics, gynaecology, radiology, urology, cardiology and cardio-vascular surgery. Alliance works with distributors in 55 countries.

Association of Canadian Community Colleges, Ottawa, Ontario

The ACCC, which represents 175 Canadian colleges and technical institutes, has signed a memorandum of understanding with Serviço Nacional de Aprendizagem-Commercial (SENAC), Departamento Regional no Estado de Sao Paulo, to establish a business relationship. The agreement will lead to commercial exchanges and cooperation in the field of vocational education and training. The ACCC is strongly involved in industry-education linkages, both in Canada and internationally. SENAC has more than 50 educational centres covering the main areas of the State of Sao Paulo.

The ACCC also signed a memorandum of understanding with Instituto UNIEMP to establish a business relationship. The agreement will lead to commercial exchanges and cooperation in the field of vocational education and training. UNIEMP was created in 1992 by universities and the private sector to improve delivery and responsiveness of training.

B.A. Banknote, Ottawa, Ontario

B.A. Banknote has signed a contract with CAB International of Sao Paulo that appoints CAB as B.A. Banknote's official representative in Brazil. The agreement will introduce B.A. Banknote and its products into Latin America's largest market. B.A. Banknote, a subsidiary of Quebecor Printing Inc., prints security documents, such as passports and identify documents, for numerous government agencies. B.A. Banknote's customers include many central banks.

BRI International Ltd., Mississauga, Ontario and Intelx Technologies Inc., Toronto, Ontario

BRI and Intelx have signed a contract with SENAI, Serviço Nacional de Aprendizagem Industrial (National Industrial Training Service) to provide Windows-based software designed to help small-and-medium-sized enterprises to reach ISO 14001 standards in a low-cost, effective manner. The software has five main components: assessment, implementation, including the development of sector guides, documentation control, performance measurement, and the development of a reference library. The project is valued at \$2 million, of which \$1 million is Canadian content. BRI's management systems trainers and implementation specialists work with private- and public-sector organizations worldwide to help them become more competitive. The company employs 30 people.

BRI and Intelx have also signed a contract with ABNT of Rio de Janeiro (Associação Brasileira para Normas Técnicas (Brazilian Association for Technical Standards) to provide Windows-based software designed to help small-and-medium-sized enterprises to reach ISO 9000 standards in a low-cost, effective manner. The software has five main components: assessment, implementation, including the development of sector guides, documentation control, performance measurement, and the development of a reference library. The project is valued at \$6 million, of which \$3 million is Canadian content.

Bayly Communications Inc., Ajax, Ontario

Bayly Communications has signed a reseller agreement with Zetax Transmissao of Sao Paulo. Zetax will promote Bayly's digital telecommunications products to the telecom market throughout Brazil, and will

provide technical support to customers. The agreement is expected to generate about \$1 million in revenues each year. Bayly Communications Inc. manufactures and sells digital access and transmission products to domestic and international markets. The company employs 32 people.

BioChem Immunosystems Inc., Montreal, Quebec

BioChem Immunosystems, the diagnostic subsidiary of Biochem Pharma Inc., has reached a contract with ALFAB Produtos Medicos Hospitalares Ltda of Sao Paulo to distribute BioChem's haematology products in Brazil. BioChem will provide marketing, scientific, engineering and support services to ALFAB during the one-year agreement.

BioChem Immunosystems has also reached a \$1.05 million contract with Spectrum Diagnostica of Sao Paulo to distribute BioChem's immunology products in Brazil. BioChem will provide marketing and the necessary product support to Spectrum during the three-year agreement. Biochem Pharma is an international biopharmaceutical company dedicated to the research, development and commercialization of products for the prevention, detection and treatment of human diseases. Its subsidiary, BioChem Immunosystems, manufactures and markets cost-effective diagnostic systems and reagents, in three areas: immunology, endocrinology, and haematology. BioChem's products are distributed and marketed in more than 50 countries.

Canadian Association for Community Living, North York, Ontario

The CACL has signed a memorandum of understanding with the Federação Nacional das Associaç_ões de Pais Excepcionais (APAEs) (National Federation of Associations of Persons with a Disability) of Brasilia on technical cooperation. The project will promote the participation of people with disabilities in education and in the workplace and in turn help alleviate poverty for this group. The CACL has more than 40,000 members.

Canadian Education Centre Network, Vancouver, British Columbia

The Canadian Education Centre Network, the Canadian Embassy in Brasilia and Pontificia Universidade Católica do Paraná (PUC PR) have signed a memorandum of understanding to market and promote Canadian education in Brazil. A Canadian Education Centre was opened at the Consulate General in Sao Paulo today and satellite centres will also be opened in 1998 in Curitiba and Salvadore as part of this agreement.

The Canadian Plastics Industry Association

The Canadian Plastics Industry Association and the Associacio Brasileira Da Industria Do Plastico has signed a memorandum of understanding to promote the exchange of mutually beneficial information related to plastics trade and investment for the benefit of member companies in both countries. The Associations will promote understanding and partnerships by coordinating member company introductions, trade shows and information exchange methods.

Canadian Tourism Commission, Ottawa, Ontario

The CTC has signed a memorandum of understanding with Maktours Viagens e Turismo of Sao Paulo to develop and implement a marketing program to promote Canadian ski resorts, focusing on Whistler, British Columbia and Mount Tremblant, Quebec. Other aspects of the program will involve visits to Vancouver, Montreal and Toronto. Sales are estimated at \$250,000 to April 1998.

The CTC has also signed a memorandum of understanding with Agaxtur of Sao Paulo to implement a marketing program to promote tourism to Canada. The program will feature a variety of packaged tour products, and will target Brazilian consumers through newspapers, magazines, direct mail, inserts and radio ads. Canadian destinations include major cities such as Montreal, Toronto, Calgary, Vancouver and Niagara Falls and resorts such as Whistler, British Columbia, Banff, Alberta, and Mount Tremblant, Quebec. Sales are estimated at \$250,000 to June 1998.

The CTC has also signed a memorandum of understanding with Soletour of Rio de Janeiro that implement a program to promote tourism to Canada during the low or shoulder season. The program will promote visits

to Canada's major cities, as well as resorts such as Whistler, British Columbia and Mount Tremblant, Quebec. Sales to March 1998 are estimated at \$3 million.

The CTC has also signed a memorandum of understanding with Interpoint Viagens e Turismo of Sao Paulo to develop and implement a marketing program to promote skiing in Canada using a variety of interactive internet sites, with Whistler, British Columbia, as the lead resort. Other aspects of the program will include visits to Vancouver, Calgary, Montreal, Niagara Falls and Toronto. Interpoint will have major Canadian hotels and airlines as its partner in the project, for which sales are estimated at \$850,000.

The CTC has also signed a memorandum of understanding with Air International Tours of Rio de Janeiro to implement a marketing program to promote tourism to Canada. The program will feature a variety of packaged tour products, and Canadian destinations will include major cities such as Montreal, Toronto, Calgary, Vancouver and Niagara Falls. Sales are estimated at \$600,000 Canadian to April 1998.

The CTC has also signed a memorandum of understanding with NS Tour Skinet of Sao Paulo to implement a marketing program to promote skiing in Canada, focusing on Whistler, British Columbia. Other aspects of the program will involve visits to Vancouver, Calgary, Montreal, Niagara Falls and Toronto. Sales are estimated at \$575,000 to April 1998.

The CTC has also signed a memorandum of understanding with Brasviking Turismo of Rio de Janeiro to develop and implement a marketing program to promote winter tourism to Canada, focusing on major Canadian ski resorts. Sales are estimated at \$1.37 million.

The CTC has also signed a memorandum of understanding with Chamonix Operadors de Turismo Ltda. of Sao Paulo to develop and implement a marketing and media campaign promoting Canadian winter tourism products. The project will run to April 1998, and sales are estimated at \$200,000.

The CTC has also signed a memorandum of understanding with Soft Travel of Sao Paulo to implement a marketing program that will promote all-season tourism to Canada. Tourism packages will include shopping, skiing and cultural, adventure and city experiences. Sales are estimated at \$1 million to August 1998.

Canadian Wheat Board, Winnipeg, Manitoba

The Canadian Wheat Board has signed a supply agreement with J. Macedo Alimantos to supply a minimum of 50,000 tonnes of Western Canadian wheat over a one-year period. The Canadian Wheat Board is one of the world's largest wheat and barley exporters, with annual sales revenues over \$6 billion. The Board markets Prairie-grown wheat and barley to more than 70 countries.

The Canadian Wheat Board has also renewed an educational accord with ABITRIGO to provide additional education to Brazilian millers to equip them to extract the maximum value from Canadian wheat and durum.

Confederation College, Thunder Bay, Ontario

Confederation College, which specializes in educational technology with core programs in aviation, health sciences, aboriginal studies, business and technology, has signed a letter of intent with the Research Centre for International Relations of the University of Sao Paulo. The two institutions will pursue the development of programs that will lead to understanding and appreciation of their respective communities, co-operative development projects, joint international research and opportunities for distance education and alternate delivery technologies.

Crosskeys Corporation, Kanata, Ontario

Crosskeys has signed a letter of intent with Digital do Brasil of Sao Paulo to implement a traffic management solution for Telepar wireline and wireless voice switches. Digital do Brasil is the prime contractor to Telepar and acts as a systems integrator. The project should take a year and is valued at \$2.9 million (US \$2 million).

Eicon Technology, Montreal, Québec

Eicon Technology, which offers worldwide remote-access solutions including WAN, ISDN and SNA connectivity, and Procomp of Sao Paulo, have signed a memorandum of understanding to strengthen their already profitable ties through an Eicon Business Partner (EBP) agreement. The agreement is the first EBP designation in the banking and financial and financial sector for Eicon Technology. The agreement outlines commitments of sales and technical training, priority technical support, and product representation between the two businesses. The agreement is valued at \$700,000 in 1998.

Export Development Corporation of Canada (EDC), Ottawa, Ontario

The EDC has signed a \$60-million line of credit with Embratel of Rio de Janeiro, Brazil's long distance telecommunications company. The financing supports the sale of Canadian telecommunications equipment by Nortel of Ottawa and Newbridge Networks of Kanata, Ontario. EDC financing helps exporters compete in more than 200 countries, including high risk and emerging markets. EDC is a Canadian Crown Corporation that operates as a commercial financial institution.

The EDC has also increased its line of credit with Unibanco, one of Brazil's leading banks, by \$14 million (to \$35 million) to support the sale of Canadian goods and services, particularly from Canadian small and medium-sized enterprises.

The EDC has signed a memorandum of understanding with a new bank, HSBC Bamerindus of Sao Paulo, to establish a \$28-million line of credit to support the export of Canadian goods and services. HSBC Bamerindus was formed in March 1997 when the HSBC of London, England, purchased Banco Bamerindus. HSBC London's Canadian subsidiary, Hong Kong Bank of Canada of Vancouver, intends to use this facility to support the exports of its Canadian customers.

The EDC has also signed a memorandum of understanding with Bradesco of Sao Paulo, Brazil's largest private bank, to establish a \$35-million line of credit to support the export of Canadian goods and services.

The EDC has also signed a \$14 million line of credit with Plastipak Packaging do Brazil, a blow-mould producer. The financing will support the sale of Canadian technology in this sector. In addition, the EDC has signed a \$1.8 million loan with Plastipak in support of a sale by Husky Injection Moulding of Bolton, Ontario.

The EDC has also signed a \$5.6-million line of credit with Brasholanda of Curitiba, a major plastics packaging company, to support the sale of equipment from Canadian companies.

G.N. Plastics Ltd., Chester, Nova Scotia

G.N. Plastics, through its representative, Poliset Trade, is signing a contract with Montplas-Montenegro Plasticos Ltda for the purchase and installation of three GN thermoformers including stacker and tooling to be used in producing plastic packaging for the Brazilian market. The contract is valued at approximately \$750,000, and is the second such contract G.N. plastics has signed with this Brazilian company.

Golder Associates Corporation., Pointe-Claire, Quebec

Golder Associates has signed a memorandum of understanding with ESC Consultoria e Engenharia Ltda. of Belo Horizonte to merge ESC into the Golder Associates group of companies. The \$1.4 million deal will allow Golder Associates, which has 1,900 employees in 16 countries, to strengthen its base in Brazil and give ESC access to Golder's technology base. Golder Associates specializes in geotechnical and environmental engineering, and environmental sciences and management.

Harris Canada Inc., Dollard Des Ormeaux, Quebec

Harris Canada has signed an agreement with Brazil's Ministry of Industry and Technology to complete the process to qualify for "local manufacturing status."

HYGREX™-Spehr Industries, Bolton, Ontario

HYGREX™-Spehr Industries has signed an exclusive distribution agreement with YETE Engenharia of Sao Paulo for the marketing and distribution in Brazil of the HYGREX closed-loop drying systems, an award-

winning environmental technology. HYGREX specializes in drying applications where water is basically the only medium to be removed and employs 20 people. The agreement is valued at an estimated \$1 million a year.

Incentours Inc., Toronto, Ontario

Incentours has signed a contract with South Travel Brazil of Caxias Do Sul, Brazil, to deliver over 70 tour groups (about 4,000 people) to Canada, valued at \$2.9 million. The partnership is made possible through the assistance of the Canadian Tourism Commission, several provincial marketing agencies (Quebec, Ontario, Alberta and British Columbia) and Canadian Airlines International. The project will focus on summer and winter leisure products.

Innova Technologies Corporation, Toronto, Ontario

Innova has signed a letter of intent with CNG - Industria De Artigos e Equipamentos Ondotologicos Ltda. of Sao Paulo to formalize a distribution agreement for the sale of Innova's products in Brazil. The deal is estimated to generate sales of \$1 million annually. The company markets internationally the Endopore Dental Implant system, a surgically placed device that takes the place of the natural tooth root. Innova sells either directly or through distributors in over 20 countries.

JKS Boyles International Inc., North Bay, Ontario

JKS Boyles has signed a memorandum of understanding (MOU) with Geologia E Sondagens Ltda. of Belo Horizonte, the largest national diamond drilling contractor in Brazil. The MOU will be for a three-year period and consist of the purchase of new diamond machines, upgrading of current machinery with leading-edge Canadian technology, supplying consumable materials such as the new JKS Boyles "Tuffline" products, technical assistance, and the training of personnel. The project is valued at an estimated \$4 million.

JKS Boyles has also signed a memorandum of understanding with Rede Engenharia E Sondagens Ltda. of Belo Horizonte to supply diamond drilling machines and other products, technical assistance and training. The project is valued at \$2 million. JKS Boyles manufactures surface and underground exploration drills. It exports over 60 per cent of its production to more than 50 countries.

Johnview Canada, Montreal, Québec

Johnview Canada, an incoming tour operator, has signed an agreement with Stella Barros/Thomas Cook, a major Brazilian tour operator. Through their Brazilian network, Stella Barros will market Canadian tourism products in Brazil in order to promote Canada as a premier tourist destination.

KPI International Inc., Oakville, Ontario

KPI International Inc. has signed a memorandum of understanding to establish a joint venture with Casell Assessoria Visual Ltda. of Sao Paulo. The two companies will work together to commercialize KPI's patented Vacuum Based Dispensing™ system for fluids into a first-of-its-kind consumer package. Casell will co-ordinate several South American suppliers and customers, who are already known and have expressed a desire to participate, including capital investment as required. KPI will transfer technology, grant a license for the resulting package in South America and receive a royalty for ongoing development and further patents. Once under production, the project is expected to begin generating revenues of \$10 million a year, of which \$1 million is Canadian content, with \$500,000 in royalties.

Lakefield Research Ltd., Lakefield, Ontario

Lakefield has signed a contract with Geosol Geologia e Sondagens Ltda. of Belo Horizonte to form a joint venture laboratory service called Lakefield Geosol Ltda to provide sample preparation and analytical and environmental testing and other services related to the exploration, mining and environmental industries. The value of the contract is estimated at \$2.5 million, of which \$1.25 million is Canadian content. Lakefield now has laboratories and pilot plants in Canada, Chile and Brazil, and employs more than 400 people. The company provides specialized technical expertise and support to the mining and mineral industries. Geosol is a major drilling company in Brazil with 450 employees and provides a broad range of drilling services. The joint venture laboratory will be in Belo Horizonte with sample preparation laboratories in other parts of Brazil.

Mackenzie International Strategies Inc., Montreal, Quebec

Mackenzie has signed a one-year contract with Enger Telecomunicacoes Ltda. of Sao Paulo, a telecommunications project manager and contractor, to give them support and assistance in the planning and implementation of telecommunications infrastructure projects (inside and outside plants, cellular, CATV, corporate networks) and in the search of Canadian methodologies and technologies to bring the company's productivity and expertise up to North Americans standards.

Mackenzie International has also signed a memorandum of understanding with Hecta Participações e Investimentos of Sao Paulo, a company with a strong presence and knowledge of the Amazon and Central-West region of Brazil, to develop and carry out infrastructure and/or rural development projects with the participation of Canadian and Brazilian firms in the agri food, eco-tourism and telecommunications sectors.

Mediastats Inc./MediaLAB, Markham, Ontario

Mediastats/MediaLAB have signed a memorandum of understanding with PTS-Pay TV Survey of Sao Paulo to work together to establish mutually beneficial streams of telecommunications data between North and South America, to promote each other's data services in their respective regions, and to assist each other in compiling and standardizing telecommunications data. The project is valued at \$2 million. Mediastats and MediaLAB provide market research, intelligence, information management and software development services, conducting business with firms in the Americas. They employ 25 people.

Miller Thompson, Toronto and Markham, Ontario

Miller Thompson, a full-service legal firm, has signed a memorandum of understanding with Azevedo Sette Advogados of Sao Paulo to work together, with the assistance of Canadian Environmental Solutions Inc. (CENSOL), to facilitate the memorandum of understanding signed today between the Ontario International Trade Corporation (OITC) and Tiete-Parana Development Agency (ADTP). Miller Thompson offers expertise in a variety of services, including environmental law, infrastructure renewal, and privatizations. The firm employs 350 people.

Mould-Tek Industries Inc., Scarborough, Ontario

Mould-Tek has signed an original equipment manufacturers agreement with A. Carnevalli and Cia Ltda. of Sao Paulo to package Mould-Tek equipment into their Blown Film Extrusion Lines. The first year's quota is expected to generate \$287,000

(US\$ 200,000). Mould-Tek Industries Inc. designs and manufactures pneumatic conveying and weight blending equipment for the plastics industry. Centrally integrated material handling systems have been sold and installed in most of the Mercosur countries (Brazil, Argentina, Uruguay, Paraguay) and throughout the world.

Mould-tek has also signed an original equipment manufacturers agreement with Barmag do Brazil to package Mould-Tek equipment into their Plastic Extrusion Lines. The first year's quota is expected to generate \$287,000 (US \$200,000).

MPB Communications, Pointe-Claire, Québec

MPB has signed a memorandum of understanding for a joint venture on optical telecommunications with XTAL Fibras Opticas S.A. of Campinas SP. The deal is valued at \$10 million for the initial three-year plan, of which \$4 million is Canadian content. The companies will identify optical products for selective joint research and development, and manufacture and sales. MPB develops, designs, manufactures and markets specialized fiber optic amplifiers and high-speed telecommunications transmission equipment, and employs 200 people. XTAL is a subsidiary of Grupo Algar of Uberlandia MG, and produces optical fiber for communications.

National Sea Products Ltd., Lunenburg, Nova Scotia

National Sea Products has signed a contract with LECORP Comercio E Importaco Ltda of Sao Paulo worth \$1 million to introduce the High Liner brand products to the retail market in Brazil. National Sea Products

expects rapid growth in the next few years in the Brazilian market. The company is a harvester, procurer, processor and marketer of superior quality fish and seafood and employs 1,400 people.

Newbridge Networks Corporation, Kanata, Ontario

Newbridge Networks has signed a contract valued at \$25 million with Embratel of Rio de Janeiro and DFV Telecom of Sao Paulo. This agreement is for the expansion of the Multi Rede Digital network, including an upgrade from the 4602 MainStreet Intelligent Networkstation to the 46020 MainStreet Network Manager, and for the expansion of existing nodes, and inclusion of new ones. The network was originally started in 1991 and today Embratel has more than 1000 nodes, using different technologies, including TDM (time division multiplexing), Frame, and ATM (asynchronous transfer mode), which are integrated under the same management platform and are installed across Brazil. Newbridge Networks specializes in ATM, Frame relay and advanced private-line networking products and systems that are sold in more than 100 countries.

Northern Telecom, Ottawa, Ontario

Nortel do Brasil, a subsidiary of Northern Telecom, which specializes in digital telecommunications digital networks, has signed an agreement to donate equipment valued at over \$1 million to the Sao Paulo Hospital of the Federal University of Sao Paulo, the University of Sao Paulo, and the Sao Paulo Heart Institute. The equipment will provide a link between the campuses in Sao Paulo and Campinas, and will be used for telemedicine and distance learning. Nortel opened its office in Sao Paulo under a strategic alliance with Promon Engenharia of Sao Paulo in the early 1990s. It is now a prime supplier of cellular and other telecommunications equipment in the several central Brazilian states, including Minas Gerais, the Federal District and Goiás.

Northstar Trade Finance Inc., Richmond, British Columbia

Northstar Trade Finance has signed a contract with Inplac of Sao Paulo that establishes a loan of \$1.5 million for the purchase of plastic film co-extruders from Brampton Engineering of Brampton, Ontario. Northstar Trade Finance Inc. was created to support Canadian exporters by offering financing to credit-worthy foreign buyers of eligible Canadian goods and services. Northstar brings together the export strengths of the federal government through the Export Development Corp. (EDC) and Western Economic Diversification, the provincial governments of British Columbia and Ontario, and the private sector through Dalhousie Financial Corporation, the Royal Bank of Canada and the Bank of Montreal. Northstar fills a recognized gap in the financial market by financing export sales transactions of between \$100,000 and \$5 million with repayment terms of one to five years. Northstar employs 15 people.

Northstar Trade Finance has also signed a contract with Gethal Amazonas S/A of Sao Paulo that establishes a loan of \$2 million for the purchase of grapple log skidders for the timber industry from Timberjack of Woodstock, Ontario.

Northstar Trade Finance has also signed a loan agreement with Injepet Embalagen Ltda. of Sao Paulo that establishes a loan of \$4.3 million for the purchase of injection molding systems from Husky Injection Molding Systems Ltd. of Bolton, Ontario. This system will be used to produce softdrink, mineral water and PET plastic bottles.

Ontario International Trade Corporation, Toronto, Ontario

The OITC has signed a memorandum of understanding with the Tiet_ -Paraná Development Agency (ADTP) of Sao Paulo to work together to explore opportunities for Ontario companies to participate and compete in the market for environmental, transportation, energy, agribusiness, tourism and urban development technologies, services and products in the Tiet_ -Paraná Macro-Region in Brazil. The OITC is a division of the Ontario Ministry of Economic Development, Trade and Tourism, and leads trade promotion and development activities for the Ontario Government.

PCI Geomatics Group Inc., Richmond Hill, Ontario

The PCI Geomatics Group has entered into a partnership with Threetek Ltda. of Rio de Janeiro, a leading Brazilian image mapping product and service provider. The new company, Threetek/PCI Geomatica do Brasil, will build on the PCI leading-edge image processing and digital cartography software to expand its

presence in Brazil. PCI's minority equity investment will enable Threetek to open and operate a regional education and training centre and expand its image operational mapping facility. Expanded penetration of the Brazilian market is expected to exceed \$2 million in sales over the next three years for PCI.