



# Access West



*Dr. Pierre Boulanger, TRILabs Adjunct Scientist, demonstrates a "virtual museum" in his lab at the University of Alberta*

## Western Canada's information technology sector gets big boost

A \$22.3 million investment over five years will enable Canada's largest information and communications technology (ICT) consortium to continue its groundbreaking research

and supplying western Canada's ICT industry with brainpower and innovative technologies.

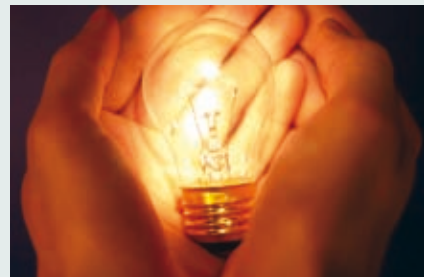
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## New Minister, new approach

At a series of roundtable discussions held across the West and in Ottawa, western Canadians helped define a renewed focus for Western Economic Diversification Canada (WD).

The Department looked to business leaders, representatives from academic institutions and not-for-profit organizations, and other expert stakeholders for their views on how WD can best serve western Canadians.

The result is a new vision that will produce measurable and lasting economic benefits for the West by focusing on three strategic priorities: diversifying the western economy, strengthening business growth and competitiveness, and building strong economic foundations.



# Access West

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## MESSAGE FROM *The Honourable Rona Ambrose*

Since elected, Canada's New Government has charted and delivered on a number of priorities that matter to the people of Western Canada — and to all Canadians.

In Western Canada, this means building on economic strengths, capitalizing on opportunity and acting as a catalyst to create a secure economy that is more productive and globally competitive.

We started by refocusing spending to reflect those priorities and reducing the national debt to create a solid base on which to build. We are restoring the confidence of taxpayers by ensuring responsible financial management and keeping the economy strong.

I am delighted to be leading Western Economic Diversification Canada (WD) as we make that vision a reality. My combined roles as WD Minister and Minister of Intergovernmental Affairs afford me the unique opportunity to create synergies among all orders of government in areas of strategic

importance to the West. This will build on the strong federal-provincial-municipal collaboration already fundamental to WD's way of working.

WD has a bold vision for the future, with strategic directions that focus on economic diversification and promoting value-added in traditional industries. Our priority is on the core economic fundamentals that provide good value for taxpayers' money, and generate lasting and measurable impacts.

WD investments enable companies to convert bright ideas into marketable products, which in turn, generate new sources of economic activity, increased productivity and well-paying jobs. I invite you to read on to learn how WD is working with its partners to build a stronger West in a stronger Canada.

*The Honourable Rona Ambrose, P.C., M.P.  
President of the Queen's Privy Council  
for Canada,  
Minister of Intergovernmental Affairs and  
Minister of Western Economic  
Diversification*

## Editor's Note New look, same goal

It is in the spirit of change and progress that we're realigning *Access West* to reflect our new directions — but our goal remains the same: to keep you well informed by sharing information about what we do and how we're making a difference in the lives of Westerners.

We value your input and would love to hear from you. Email us at [access.west@wd.gc.ca](mailto:access.west@wd.gc.ca) with your comments and suggestions.



#### TRLABS - CONTINUED FROM COVER

The investment includes \$10 million from WD, \$2.4 million each from the governments of Manitoba and Saskatchewan, and \$7.5 million from the Government of Alberta.

TRLabs brings industry, government and university partners together to increase the pre-commercial research and development capability of Western Canada's telecommunications industry. Its partnerships are leading to new products and services that are fuelling economic growth and creating jobs. The longer-term impact means stronger economic competitiveness and productivity in the West – and Canada.

### Investment will expand solid track record

The consortium employs more than 200 highly skilled employees in labs in Edmonton, Calgary, Saskatoon, Regina, and Winnipeg. Over the past 20 years it has trained 840 university graduates, created 310 technologies adopted by companies and generated more than 160 patents.

### Western-made wireless technology a key asset for global industries

Dr. John Pinkney's Batlan™ enables wireless devices to transmit information up to 50 times faster than current technology and extends battery life by up to 100 times. It is also highly immune to interference.

Pinkney spent 12 years at TRLabs, working on wireless technologies and earning his Master's and Ph.D. degrees. In 2005, he co-founded Myotis Wirelss Inc., which is now a TRLabs Industry Associate company developing

Batlan™ commercial applications to improve home automation, wireless PC connectivity, and medical and security sensor networks.

### New technology used worldwide in line-testing device

As a graduate student at TRLabs Saskatoon, Bernardo Celaya helped develop a new technology that makes it faster and cheaper for telecom companies to locate and diagnose faults in twisted pair lines.

In 2005, Consultronics—now part of EXFO Electro-Optical Engineering Inc.—licensed the technology and hired Celaya to incorporate it into their CableShark testing device, which is sold worldwide.

Twisted pair is the ordinary wire that connects most homes and businesses to the telephone company. Not all lines are suitable for the transmission of high-speed data, however, so wires need to be tested for their ability to meet the requirements of DSL services. Celaya's technology makes it possible to detect faults from a distance of up to five kilometres, reducing the need for service providers to send technicians to subscribers' houses.

For more information, visit [www.trlabs.ca](http://www.trlabs.ca). ■

## Converting bright ideas into marketable products

BioMS Medical Corp. has developed a promising treatment for multiple sclerosis that is currently undergoing an international phase III drug trial that will include about 550 patients at 48 trial sites in 10 countries. Cevena Bioproducts Inc. created a nutritional supplement that helps manage cholesterol levels. Scanimetrics Inc. is commercializing a new method of testing semiconductor chips that significantly reduces costs while increasing speed and reliability.

These companies have something in common: Each was created as a result of research undertaken at the University of Alberta, and thanks to a \$15 million investment in TEC Edmonton by WD, even more Canadian research will lead to successful commercial ventures like these.

TEC Edmonton – whose name is an acronym for its goal to support Technology, Entrepreneur and Company development – is a joint venture between the University of Alberta and the Edmonton Economic Development Corporation.

### Historic building to become new home for TEC Edmonton

The federal investment will enable TEC Edmonton to retrofit and expand Edmonton's historic Hudson's Bay building, now called Enterprise Square, to accommodate lab and office space for new companies. The Government of Alberta, the City of Edmonton and the University of Alberta have also contributed funding.

For more information, visit [www.tecedmonton.com](http://www.tecedmonton.com). ■



# New R&D facility will create vaccines for commercialization

Up to \$25 million from the Government of Canada, including \$1 million from WD, will help the University of Saskatchewan's Vaccine and Infectious Disease Organization (VIDO) build on its proven ability to develop and commercialize vaccines to combat infectious diseases. Since 1975, VIDO has been awarded more than 70 patents and directly started three spin-off companies.

The funding will help establish a new research and development facility at the U of S. The International Vaccine Centre, or InterVac, will be the first of its kind in the world, unique in its focus on creating vaccines for both animal and human pathogens.

Nearly 80 per cent of newly emerged diseases have a link to animals, but there is an international shortage of facilities capable of handling the necessary level of biocontainment to study these pathogens. InterVac will be a fully secure Biosafety Level III facility, allowing researchers to work on threats such as avian influenza and West Nile disease.

This \$25-million investment strengthens the Government of Canada's previous \$24-million contribution to VIDO – including \$5 million from WD – bringing the total federal investment to \$49 million. Construction is scheduled to begin in Spring 2007 and will be complete in 2010.

## Canadian company to market world's first E.coli vaccine

Bioniche Life Sciences Inc., a Canadian biopharmaceutical company, is set to

begin marketing the world's first E. coli vaccine authorized for field use.

The vaccine, developed by VIDO in partnership with the University of British Columbia, the Alberta Research Council and Bioniche Life Sciences Inc. (TSX-BNC), will help prevent contamination of food and drinking water by reducing the amount of E. coli bacteria that passes from cattle into the environment.

"This is the first time people have looked at animal vaccination as a way to reduce environmental contamination to protect humans," said Lorne Babiuk, Director of VIDO.

The pathogenic form of E. coli bacteria (E. coli O157) can be found in most cattle. Use of manure as a crop fertilizer and run-off from beef and dairy cattle operations are a source of contamination

for the general environment as well as surface and ground water. Consumption of contaminated food or water can produce severe illness in people, even death.

Bioniche Life Sciences Inc. received preliminary approval for the vaccine from the Canadian Food Inspection Agency in December 2006 and will pursue a full licence in 2007. ■



Postdoctoral fellow Dr. Marianela Lopez and visiting scientist Dr. François Meurens are members of VIDO's Vaccine Development and Neonatal Immunization programs.



Based in VIDO's Neonatal Immunization program, Monika Polewicz is pursuing an M.Sc. degree in the development of novel vaccine formulations for infants and young children against pertussis (whooping cough).

HEALTH CANADA ESTIMATES THAT THERE ARE 2.2 MILLION CASES OF FOOD-BORNE ILLNESS EVERY YEAR, WITH ANNUAL COSTS EXCEEDING \$1 BILLION.



# Technology transfer office extends service across Vancouver Island



A \$185,000 investment from WD will enable the University of Victoria's Innovation and Development Corporation (IDC) to offer expanded technology transfer services to four other Vancouver Island post-secondary institutions.

"The continued support by both the federal and provincial governments means students and faculty from across Vancouver Island will receive the assistance they need to bring their research discoveries to the marketplace," said University of Victoria President David Turpin. "Each new company established through IDC creates new jobs, generates substantial revenue and provides Vancouver Island with the benefits of our research breakthroughs."

Camosun College, Royal Roads University, Malaspina University-College and North Island College will have access to the services of IDC, which works to move research and innovation into the public and private sector through partnerships, technology licensing and the formation of new spin-off companies.

## Study quantifies economic impact of UVic research

The funding was announced December 1, 2006, at the University of Victoria's Vancouver Island Technology Park (VITP), whose tenants include several of the 35 spin-off companies created through IDC.

Results of a recent Economic Impact Study were also released at the event. The study, prepared by Masters of Business Administration students Marian de Monye and Amanda Wright, indicates that VITP has created more than 2,000 jobs and had a total economic impact of more than \$279 million in 2005.

VITP, which directly employs 1,300 people, represents the greatest concentration of high-tech companies and workers on Vancouver Island. The Park houses 28 business tenants that represent technology clusters such as fuel cells, new media, wireless, biotechnology, ocean technology and ICT. Many of these businesses began as a result of University of Victoria research.

"The technology park is a powerhouse of jobs and opportunities that has more than lived up to our expectations," said UVic President, David Turpin.

The report predicts even more growth in the next two years. ■

*Anna von Rossum of Immuno-Precise Antibodies visually analyzes a tissue culture in their laboratory. Immuno-Precise, a tenant at VITP, develops and markets antibodies for use in life science research.*



*Jen Reid of the UVic-Genome BC Proteomics Centre at VITP uses a Q-Trap Mass Spectrometer to identify protein in a biological sample. The Centre provides protein analytical services to academic, industrial and government laboratories in Canada and internationally.*





# Moving new technologies from mind to market

by Lee Gregg,  
WD Communications, Winnipeg

Biomedical Commercialization Canada Inc. (BCC) is helping innovators with new technologies build relationships and link to the global biomedical sector.

“You need to look and act like a professional business and we provide the tools so you can run like a business,” said BCC Vice President Marshall Ring. “We offer access to the BCC network, we assist with the commercialization pathway, help mitigate financial risk, and we have a seasoned and successful executive team to provide advice and keep you out of trouble.”

BCC offers tailor-made programs to help companies accelerate through the first four stages of growth: investigation, feasibility, development, and market introduction. It also builds the technical, marketing and business capabilities within the company. With \$1.19 million from WD, this national pilot project was able to expand its services.

“The money received from WD went towards information and communication technology infrastructure,” said Ring. “We can now offer our clients furnished office space and computers that not only provide access to the Internet and Microsoft Office Applications, but also access to a business-grade Enterprise Resource Planning (ERP) system that includes applications such as payroll, integrated project management, quality systems, bank account management and many others.”

Health Media Network, a BCC client, is preparing to launch a new digital health

and wellness information network. The network will provide current information to patients, healthcare workers and administrators in the health delivery field.

“Marshall and the BCC were my hovering guardian angels,” said Ron Grouchy, V.P. of Health Media Network. “As an inventor you focus so much on the product that you sometimes forget the essentials of running a business. BCC shows you the bigger picture and makes you look at controls, rules and regulations, and marketing. Their support was instrumental in launching Health Media Network.”

Although “Biomedical” is in the company name, this not-for-profit organization is accessible to anyone working to commercialize any new technology.

For additional information, call (204) 272-2403 or visit online at [www.biomedcanada.com](http://www.biomedcanada.com). ■

ACCORDING TO THE 2006 KPMG STUDY OF MEDICAL DEVICES PRODUCTION IN NINE COUNTRIES AND 128 CITIES, CANADA RANKS FIRST IN THE G7, WITH A 4.1 PER CENT COST ADVANTAGE OVER THE U.S. IN WESTERN CANADA, MORE THAN 200 COMPANIES EMPLOYING AN ESTIMATED 4,000 PEOPLE ARE DEVELOPING, MANUFACTURING AND SELLING THEIR MEDICAL DEVICES.



The BCC Management team is helping entrepreneurs, start-ups and established firms navigate the pathway to commercial success, sooner. Back Row: Brandon Dix, Director of Information and Communication Technologies; Mark Mathewson, Chief Financial Officer; and Joe Wery, CEO. Front Row: Vera Keown, CISTI Technical Analyst; and Marshall Ring, VP Business Development.



# Marketing Western Canada's cost advantages to U.S. businesses

In November 2006, WD released a new publication designed to attract businesses and investment to Western Canada.

*Western Canada – Where the Spirit of Innovation Meets a World of Opportunity* highlights the advantages U.S. businesses would have if they based their operations in Western Canada.

The brochure is based on data from the 2006 KPMG *Competitive Alternatives* study, which compares business costs in North America, Europe and the Asia-Pacific. For the sixth time in a row, *Competitive Alternatives* ranks Canada as the lowest-cost G7 country in which to do business, with a 5.5 per cent cost advantage over the United States.

## Publication circulated to Canadian trade offices and consulates in the U.S.

Western Canada stands out with a low cost business advantage. Beyond accessibility to international markets, an abundance of natural resources, a highly supportive infrastructure, access to a highly skilled workforce and an excellent quality of life, the KPMG study notes that western Canadian communities have a significant competitive advantage when compared to American cities in the Pacific and Mid-West regions.

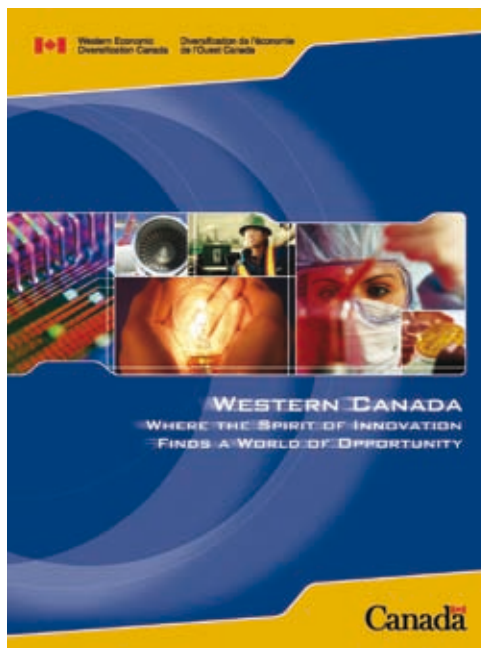
*Western Canada – Where the Spirit of Innovation Meets a World of Opportunity* highlights those advantages, with

a focus on six sectors: aerospace, medical devices, telecommunications, biotechnology, agri-food value-added and environmental technologies.

The publication, developed in collaboration with Foreign Affairs and International Trade Canada, the Trade Commissioner Service in the U.S., and investment attraction representatives with the western provincial governments, has been circulated to the Canadian Embassy in Washington as well as Canadian Consulates General, Consulates and Trade Offices across the United States.

For a copy of WD's *Western Canada – Where the Spirit of Innovation Meets a World of Opportunity*, visit [www.wd.gc.ca/rpts/research](http://www.wd.gc.ca/rpts/research). ■

*Canada has the lowest business costs of all G7 countries in sectors such as aerospace and biotechnology. In Western Canada, the average cost of doing business is 5.7 per cent lower than in the U.S.*



## 2010 Olympics a \$2-billion golden opportunity

by Kathy Liu,  
WD Communications, Vancouver

WD has developed a new tool to help western businesses take advantage of opportunities to supply goods and services to the 2010 Olympic and Paralympic Winter Games in Vancouver.

WD partnered with the B.C. Olympic and Paralympic Winter Games Secretariat, 2010 Commerce Centre and Industry Canada to create the 2010 Procurement Handbook. The handbook helps business owners understand the range of opportunities associated with the 2010 Games, and was used in procurement workshops delivered across northern and western Canada.

## Hands-on workshops

More than 60 workshops have taken place in B.C. and other parts of western and northern Canada, to help companies understand the procurement process. Approximately 500 people attended the first 18 sessions. Forty-four per cent of attendees who responded to a survey were not familiar with the procurement process before, while 192 respondents plan to bid on 2010-related opportunities, and

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# Trade missions expand markets for composites industry

by Lee Gregg,  
WD Communications, Winnipeg

*Manitoba's composites companies are taking advantage of trade missions to expand their international markets and forge new ties with their U.S. counterparts.*

*A successful trade mission jointly organized by the Canadian Consulate General in Detroit, the Composites Innovation Centre, the National Research Council and WD raised the profile of Manitoba's composites industry and led to increased collaboration between the U.S. National Composites Centre*

*and Manitoba's Composites Innovation Centre.*

*In 2006, the two centres signed a Letter of Intent to collaborate in the development and commercialization of composite materials and process technologies.*

The Composites Innovation Centre is a not-for-profit corporation co-sponsored by private industry and government. Its mandate is to stimulate economic growth through innovative research, development and application of composite materials and technologies for manufacturing industries. WD has

invested \$4.5 million in the centre.

Composites are fibre reinforcements, such as fibreglass or carbon, held together with resin or glue. They replace heavier materials and are used extensively in the aerospace and automotive industries.

*The Manitoba composites delegation said the mission was an important team building and networking opportunity.*

In 2005, a delegation of 20 people from 11 Manitoba companies participated in the five-day trade mission to Ohio, which featured meetings with U.S. composites industry representatives to exchange information and build trade links.

Trade commissioners from Detroit worked closely with WD to plan the trip. Funding obtained through the Enhanced Representation Initiative (ERI) helped lower costs for participants.

Both the trade commissioners and U.S. manufacturing representatives expressed surprise about the size and diversity of the Canadian delegation. Until then, they were unaware of Manitoba's robust composites industry.

## Manitoba industry working with U.S. counterparts

The success of the Ohio mission led to a post-outreach mission in 2006. Trade commissioners from five U.S. consulates came to Manitoba to tour the Composites Innovation Centre and meet with Manitoba industry officials.

A month later, representatives from the National Composites Centre visited their Canadian counterparts to work on a technology transfer project. In partnership with the Composites Innovation Centre, they developed a Canada-U.S. directory to encourage companies on both sides of the border to work together and in May 2006, the two organizations signed a Letter of Intent to formalize their plans to work collaboratively in future ventures. ■







# Small B.C. company gains momentum in United States market

What began as a three-person operation in 1997 has now grown into a company that employs more than 50 people and is gaining momentum in the United States market.

Based in Abbotsford, B.C., Gatekeeper Systems Inc. originally resold brand name video recorders bought from other companies. The company has since changed its business strategy to design and manufacture its own video surveillance products.

## Supplying the U.S. Air Force

With this new strategy came newfound success. Gatekeeper Systems Inc. recently won a contract, the company's largest to date, to provide high-resolution digital video recorders to the U.S. Air Force for use on gunships deployed around the world. Boeing Aerospace is the systems integrator responsible for installing and integrating the digital recorders to the gunships' optics and communication systems.

The Viperfish ASX digital recorder, a product of the company's Deep

Development Corp., will record the Air Force planes in action – everything from escorting convoys and protecting air bases and facilities, to carrying out airstrikes. The recordings will assist the U.S. Air Force in reviewing its operations.

The company has already successfully delivered the first phase of this project.

“The United States Air Force project is an example of how the Viperfish ASX digital recorder is being used at the highest levels of security,” said Doug Dymant, President and CEO of Gatekeeper Systems Inc. “We are excited about the prospects of this contract and look forward to working with Boeing Aerospace and the United States Air Force.”

Gatekeeper Systems Inc. has also been successful in selling video surveillance equipment to U.S. companies for use on school buses to identify vandalism and bullying.

The success of the company is in large part due to its ability to find markets for its innovative technology and to adapt them to clients' existing equipment. WD helped them along the way with networking opportunities in Canada

## Increasing international competitiveness

The Government of Canada is committed to increasing Canada's international competitiveness. Through the Enhanced Representation Initiative (ERI), seven federal departments and agencies, including WD, are working together to advance Canada's advocacy, trade, business development, science and technology, and investment interests in the United States.

and the U.S. through the Enhanced Representation Initiative and, in the past, with support that enabled the company to hire recent graduates to develop technology and international marketing opportunities.

“Our goal is to become a global enterprise that will build employment in the West while supporting our local labour force and providing mentoring programs for all employees,” said Dymant. ■



*Doug Dymant, President and CEO of Gatekeeper Systems Inc.*



# Website helps small businesses reach global markets

by Michael Fink,  
WD Communications, Saskatoon

Small businesses in Saskatchewan and a growing number from across Canada are now selling their products to international markets through Francoboutique.ca, a uniquely Canadian trilingual website where entrepreneurs market their products in French, English or Spanish.

The website was launched by the Conseil de la Coopération de la Saskatchewan after various entrepreneurs had come to them seeking advice on e-commerce. The organization spent 18 months building the site and recruiting small businesses.

Francoboutique.ca provides a customized storefront where products are sold around the world. While the site's main focus is to sell products, such as clothing, historical prints or educational CDs, some businesses advertise services, such as bed and breakfast accommodations, and consulting expertise.



Pauline Vézina (left) and Maria Lepage (Right) from the Bouquinerie Gravel Bookstore in Gravelbourg, Sask. The store uses Francoboutique.ca to sell its books online.

FRANCOBOUTIQUE.CA PROVIDES  
A CUSTOMIZED STOREFRONT  
WHERE PRODUCTS ARE SOLD  
FROM ANYWHERE IN CANADA  
TO ANYONE IN THE WORLD.

## Larger markets for rural entrepreneurs

Rural small businesses have the most to gain from Francoboutique.ca, because it helps them reach markets much larger than those provided by the local community.

"We weren't known outside the province before Francoboutique.ca," explains Pauline Vézina, owner of the Bouquinerie Gravel Bookstore in Gravelbourg, Saskatchewan. As the only French bookstore in the province, business was limited before they had an online store.

## Membership growing across Canada

Entrepreneurs are recruited through networking and conferences throughout Canada. More than 70 small businesses are already represented on Francoboutique.ca, including a number from Yukon, Newfoundland and Labrador.

For more information, visit [www.francoboutique.ca](http://www.francoboutique.ca) or call 1 800 670-0879.

The Conseil de la Coopération de la Saskatchewan is a member of WD's Western Canada Business Service Network. Please visit [www.ccs-sk.ca](http://www.ccs-sk.ca) to find out more. ■

2010 OLYMPICS - CONTINUED FROM PAGE 7

261 respondents plan to sign up with the 2010 Commerce Centre.

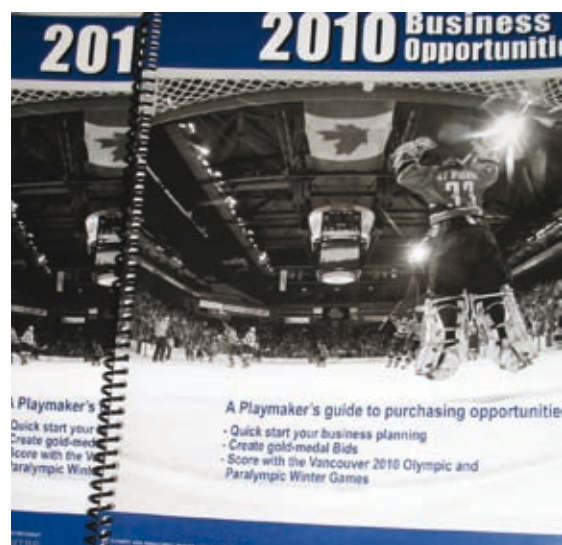
## Capitalizing on Olympic opportunities

It is estimated that the Vancouver Organizing Committee (VANOC) will require nearly \$2 billion worth of goods and services, ranging from construction and venue design, to equipment and catering.

"This is clearly an area where there are opportunities for business. You cannot spread this message enough," said Abbotsford Economic Development Manager Jay Teichroeb.

Mills Basic Inc., an office and printer supplier, has already been awarded a contract to supply goods to the Olympics through to 2010.

To download a copy of the handbook, visit [www.2010commercecentre.com](http://www.2010commercecentre.com). For more information on the 2010 Olympic and Paralympic Winter Games, please visit [www.canada2010.gc.ca](http://www.canada2010.gc.ca). ■



The 2010 Procurement Handbook provides a how-to guide for business opportunities.



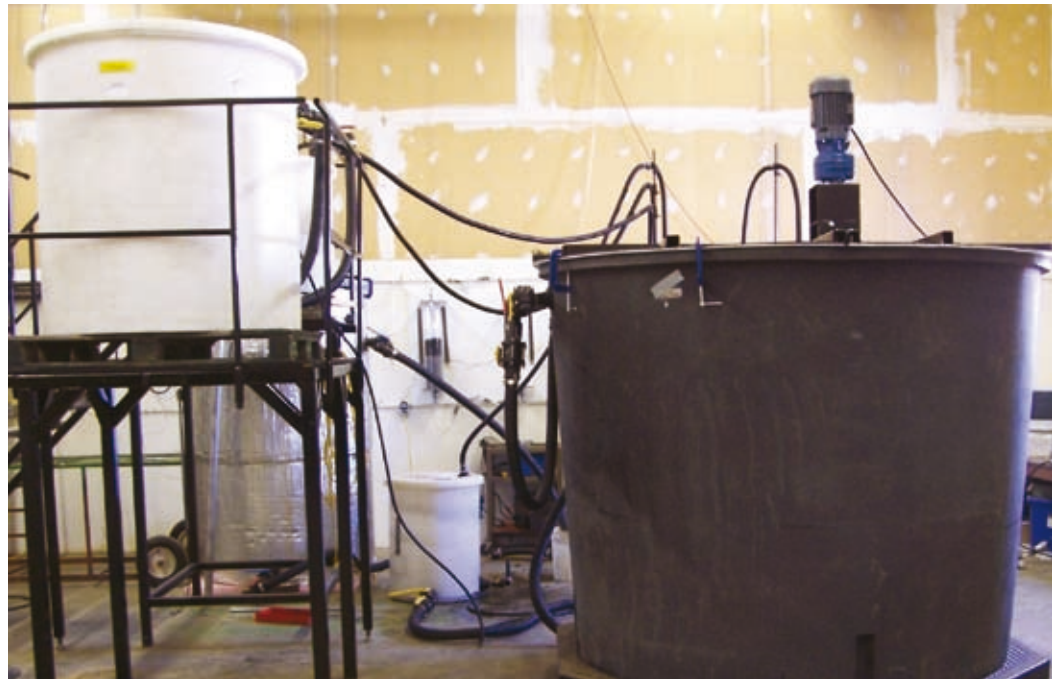
# From junk to joules

by Heather Waldern Hinds,  
WD Communications, Saskatoon

What happens when organic material and heat mix? As anyone with a backyard composter knows, the organic matter is broken down into something useful.

The Prairie Agricultural Machinery Institute (PAMI), in Humboldt, Saskatchewan, built a pilot-scale biodigester that applies this compost principle on a larger scale. A biodigester uses heat and bacteria to break down organic matter such as manure, waste products from intensive livestock operations, abattoirs, waste grain products and municipal wastes. Bacteria interact with the waste and break it down into processed organic matter, more specifically biogas and liquid fertilizer.

Biogas can power co-generation units, which produce both heat and electricity. The heat can be used on-site for buildings and the electricity sold to the local power grid. The biogas can also be cleaned to meet natural gas standards and then sold to local natural gas supplies. The concentrated organic liquid



PAMI biodigester system with silver biodigester in the background.

PHOTO COURTESY OF PAMI

fertilizer contains the same amount of nutrients as raw manure and has significantly less odour. Depending on which waste products are biodigested, the amount and quality of the end product will always be different.

## Biodigester produces heat and 'green' energy

PAMI received \$93,069 from WD in 2005 to build the biodigester. The pilot plant can provide design information and test different waste product formulations for the 25 full-scale biodigester facilities expected to be built in Canada over the next few years.

"We have intensive livestock operations showing most of the interest in the biodigester," explains Patricia Lung, project leader at PAMI. "It makes sense because a biodigester can process raw manure to yield heat and 'green' energy. Also, the liquid product off of the

digester is less aromatic than the raw manure and can be used as a fertilizer supplement. In short, a biodigester is a waste management alternative to the traditional lagoon. It offers possible revenue as well as environmental savings that a lagoon doesn't."

"The benefits of this type of technology are far reaching," said Clayton Sparks of Clear-Green Environmental in Saskatoon, which works with the technology. "Clear-Green operates the only full-scale biodigester in Saskatchewan. In co-operation with our host-farm Cudworth Pork Investors Group (CPIG) and SaskPower, we are able to produce renewable energy, reduce dependency on fossil fuels, decrease odours at the site and help protect the environment by reducing greenhouse gases."

To learn more about PAMI, visit [www.pami.ca](http://www.pami.ca) or call 1 800 567-PAMI (7264). For more information on Clear-Green Environmental, visit [www.clear-green.com](http://www.clear-green.com). ■



Cudworth Pork Investors Group (CPIG)  
biogas plant.

PHOTO COURTESY OF CLEAR-GREEN ENVIRONMENTAL



## Building a stronger West, today and for the future

In December 2006, WD tabled its fourth Sustainable Development Strategy in the House of Commons along with other federal departments and agencies. The strategy, *Working Towards a Sustainable West*, details the department's plan to further integrate sustainable development practices into its policies, programs and day-to-day operations.

WD's sustainable development activities focus on three key areas:

- Investing in technologies that promote environmental sustainability,
- Raising awareness among external partners and clients, and
- Making its own day-to-day operations more environmentally friendly.

To read WD's Sustainable Development Strategy 2007-2009, visit [www.wd.gc.ca/rpts/strategies/sd/default\\_e.asp](http://www.wd.gc.ca/rpts/strategies/sd/default_e.asp)

# Educating for a sustainable future

by Lee Gregg,  
WD Communications, Winnipeg

Notre Dame Used Oil & Filter Depot is one of 53 ecocentres in Manitoba that encourage people to recycle used oil products. "Many people are unaware of the legal requirement to recycle, and of the service I provide," said owner Jean Dizengremel. "These materials must be disposed of properly so they can be recycled into useful products, instead of threatening our environment. Educating others is a big part of my business."

Dizengremel emigrated from France to Canada in 1995. In May 2005, he purchased the local ecocentre and scrap yard, and refocused the business solely on the collection of used oil products.

"The fact is that nobody can ignore the urgency of a sustainable ecosystem," noted Dizengremel. "Some countries

are more advanced, like those in northern Europe, but this is a must for everyone, especially in a place like Manitoba where the watershed is so large."

CDEM, A FRANCOPHONE ECONOMIC DEVELOPMENT ORGANIZATION, IS A MEMBER OF WD'S WESTERN CANADA BUSINESS SERVICE NETWORK, WHICH OFFERS OVER 100 POINTS OF SERVICE ACROSS THE WEST.

## Stewardship program promotes recycling

In 1997, the Manitoba Association for Resource Recovery Corporation (MARRC) was established to develop a stewardship program for used oil, oil filters and oil containers. The not-for-profit organization consists of manufacturers and marketers of oil products in Manitoba. They report to Manitoba Environment, a provincial department that maintains a registry of licensed return depots, ecocentres, carriers, and processor/end-use receivers of used oil products.

Dizengremel explains MARRC's environmental program to clients and sets up a 250-gallon tank for oil, barrels for oil filters, and bags for oil containers. During the first year in business, Dizengremel was able to increase collection by 30 per cent, with the help of employees Luc Duffault and Raymond Lemoullec.

Dizengremel also received help from the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) to fine-tune his business and financial plan. "CDEM helped me to be sure I was making a sound business decision."

A sound business decision has made it easier for others to make sound environmental decisions. For information on the services offered by Notre Dame Used Oil & Filter Depot, call (204) 248-2110. ■

*The potential of a single litre of used oil contaminating one million litres of drinking water keeps Jean Dizengremel (pictured here) and his employees hard at work.*





# Aerospace training school expands

by Jillian Glover,  
WD Communications, Vancouver

Vancouver International Airport's South Terminal is undergoing a facelift to accommodate Canada's largest aerospace training school, thanks to a \$2-million investment from WD. The renowned British Columbia Institute of Technology (BCIT) School of Transportation is expanding its aerospace campus at the South Terminal with the addition of a new 300,000-square-foot facility.

"The support from Western Economic Diversification Canada is an investment in education and is crucial support for our new Aerospace Technology Campus," said Lane Trotter, Dean of the BCIT School of Transportation.

The new campus includes an air traffic controller training centre, which makes it possible for BCIT to launch new programs in ambient intelligence and integrated transportation security—both of which allow monitoring of people and cargo.

"It is vital that Canada has a highly skilled air traffic workforce that can keep up with the increasing demands of safety and security in our airports," said the Honourable David Emerson, Minister of International Trade



*The future of BCIT's aerospace campus is so bright that the students, teachers and partners are all wearing shades.*

BRITISH COLUMBIA IS  
GAINING A REPUTATION FOR  
ITS GROWING AEROSPACE  
INDUSTRY, WHICH GENERATES  
\$1.25 BILLION A YEAR AND  
EMPLOYS 10,000 PEOPLE AT  
MORE THAN 200 COMPANIES.

and Minister for the Pacific Gateway and the Vancouver-Whistler Olympics.

## Expanded training opportunities

The campus will boost the school's ability to offer a range of certificate, diploma and degree programs in aircraft maintenance, engineering, airport maintenance and flight operations.

BCIT's reputation for delivering high-quality aerospace training programs coupled with the growing demand for skilled workers has people flocking to the program.

Students pursuing technology careers in the aviation and aerospace industries can also access BCIT training at the Kelowna International Airport. WD partnered with the Government of B.C. to invest \$3 million in a joint venture between BCIT and Kelowna Flightcraft Ltd. to construct a hangar and training facility on-site at the airport. The 27,000-square-foot facility maintains large Boeing aircraft and delivers Transport Canada-approved training in Aircraft Maintenance Engineering. ■

## New Canadians fill labour and skills gaps

The Immigrant Access Fund Society of Alberta (IAF) will be able to help more foreign-born professionals apply their skills in Canada with \$400,000 from WD.

IAF provides loans of up to \$5,000 to help internationally-trained professionals—such as doctors, nurses, teachers, accountants, engineers and geologists—complete their accreditation, so they can achieve their full potential in Canada. Eligible expenses include study and examination fees or short-term upgrading.

## Immigrants help fulfill Canada's economic potential

The 20,000 immigrants with post-secondary education who came to Alberta between 1997 and 2001 had hopes of a bright future in their new country. However, challenges in having their foreign credentials recognized often meant they were unemployed or under-employed.

Meanwhile, Western Canada is facing a growing labour and skills shortage that is hampering productivity and growth. In Alberta, an estimated 400,000 new jobs will be created between 2004 and 2014. Over the same timeframe, only 300,000 new workers are expected to enter the workforce.

Programs like IAF are helping address the issue by fast-tracking the integration of new Canadians' knowledge and skills into the workplace. ■



# Training provides skilled workers for northern businesses

by Michael Fink,  
WD Communications, Saskatoon

*Two training programs, funded through the Canada-Saskatchewan Northern Development Agreement, are increasing the number of skilled workers and helping small businesses in the North meet the demands of a growing economy.*

*The five-year, \$20 million agreement between WD and the Province of Saskatchewan, in cooperation with representatives of northern communities, is improving regional economic infrastructure, employment prospects, educational and business expertise. It will also increase research and industry innovation, and improve the region's ability to attract business investment.*

## Ready-to-Work in tourism

The Ready-to-Work Tourism Careers program in La Ronge, Creighton, Stony Rapids and Beauval is helping to meet the demand for qualified front-line staff in Saskatchewan's rapidly-growing \$1.4 billion tourism industry.



# Northlands College

The program, managed by the Saskatchewan Tourism Education Council on behalf of the Canadian Tourism Human Resource Council, gives young northerners both the knowledge and the hands-on experience to succeed.

Participants begin with seven to eight weeks of classes followed by four weeks of skills training. Once training is complete, participants enter the workforce, with a coach/mentor monitoring their performance for a minimum of 20 weeks and providing tips on how to succeed on the job. Organizers are targeting an 80 per cent employment rate among graduates. Already, of the 18 students who completed classroom and workplace training in La Ronge, 16 are employed.

For more information, contact the Saskatchewan Tourism Education Council at 1 800 331-1529 or visit [www.stec.com](http://www.stec.com)

## Childcare workers in demand

A program offered by Northlands College is helping to meet the need for qualified childcare workers in Saskatchewan. New provincial regulations, requiring 20 per cent of full-time workers at childcare facilities to have diplomas, have increased the demand province-wide.

The First Nations Childcare Diploma program gives childcare workers and students the opportunity to earn a professional qualification, making it easier to find employment after graduation.

"It was already a priority for the community to train professional childcare workers," explains Peter Mayotte, Regional Director for the central region of Northlands College. "The legislation puts it [the training] to a higher priority."

For more information, contact Northlands College in Air Ronge at 1 888 311-1185. ■



# Business owners learn from the experience of others

By Linda Chorney, *The Business Link*

The Aboriginal Business Service Network, a member of WD's Western Canada Business Service Network, provides a number of guides, online tools and training sessions to help Aboriginal people integrate into the economy through small business ownership.

For example, conferences, sharing circles and networking sessions organized by The Business Link's Alberta Aboriginal Business Service Network (Alberta ABSN) incorporated the Aboriginal tradition of storytelling to help business owners learn from the experience of others.

Aboriginal entrepreneurs from across the province took part in these gatherings, which often focused on financing and staffing.

## Financing and staffing are two key challenges

Paul Chateau, President of Chateau Communications Group Ltd. shared his story of diversifying his Calgary/Edmonton marketing and consulting firm by purchasing a co-operative advertising magazine, *Finest Values and Savings*, in 2003.

"Securing financing was definitely a challenge I faced, but it meant working



*Paul Chateau, Métis, operates Chateau Communications Group Ltd. and is the Alberta publisher of *Finest Values and Savings*, a co-operative advertising magazine.*

diligently with Aboriginal Business Canada and Apeetogosan Métis Development Inc. to put the deal together," he explained. "I'm living my dream and I encourage others to follow theirs."

Another story came from Gerry Gionet, President of AQUA Industrial Ltd., an Aboriginal-owned and operated enterprise in Fort McMurray.

AQUA provides structural steel fabrication and steel erection services to the oil sands industry. With more than 330 employees, finding the best people is a challenge for Gionet, particularly in today's competitive labour market.

"We endeavour to train, coach and mentor all our staff to be ambassadors in the community, as well as valued employees in the regions where AQUA performs work," said Gionet.

For more information about the Aboriginal Business Service Network, visit [www.cbcs.org/absn](http://www.cbcs.org/absn). ■

## Aboriginal participation key to fulfilling economic potential

The Canadian Chambers of Commerce estimates that a lack of Aboriginal participation in the economy costs the country approximately 1.5 per cent of its GDP, or half of its projected growth for 2008. The affect is even more pronounced in Western Canada, where 62 per cent of Canada's Aboriginal population lives.

As skills and labour shortages continue to grow, increasing the participation of Aboriginal people is essential to the West's ability to fulfill its economic potential.



# Videoconferencing expands access to training opportunities

by Linda Chorney, *The Business Link*

Business information and interactive training opportunities are available to Alberta's small business community through a videoconferencing network, established with support from WD.

The network, created under the banner of the Entrepreneurship Learning Centre (ELC), connects 28 uniquely equipped business development centres that use IP-based video conferencing equipment to educate and communicate with entrepreneurs across Alberta.

The ELC brings together The Business Link in Edmonton, the Alberta Women Entrepreneurs, le Conseil de développement économique de l'Alberta, Community Futures Alberta along with Community Futures offices across the province. Since it was established in 2004, the ELC has connected more than 11,000 small business owners and aspiring entrepreneurs.

## Connecting small business owners

Videoconferencing allows users to participate in seminars, obtain advice from The Business Link's guest advisors and receive business program information by attending videoconferences hosted by their local office.

Paul Pelletier, General Manager of Community Futures St. Paul-Smoky Lake Region, recognizes the value connectivity brings to his region. "I have satisfied clients who save a great deal of money

thanks to this service and even make money because of it," Pelletier said.

## Using cutting-edge technology

In northern communities, entrepreneurs may find traveling long distances for training difficult, particularly in winter. This was the case for Mike Osborn, General Manager of Community Futures Northwest Alberta in High Level. "The ELC's videoconferencing capability provides our business community with quality information that we can access without having to travel very far at all," he said.

That's why The Business Link is working to create new business tools that use cutting-edge technologies. Building on the popularity of "pod casting" or "RSS feeds," The Business Link is developing services using these new technologies, called eBundle for "entrepreneur bundle." The eBundle is a syndicated web-based information package used to display various types of resources on a specific business topic. It is designed to provide "quick-to-learn, quick-to-use" information over the Internet, easily accessible by business owners in multiple Web locations.

To find out more about videoconference sessions offered in Alberta, visit [www.elcnetwork.ca](http://www.elcnetwork.ca). ■

*Technology enhances learning opportunities for Albertans through the ELC Network. Featured here are sites in Edmonton and Bonnyville.*







# Network strengthens small business competitiveness

The Western Canada Business Service Network (WCBSN), a partnership of more than 100 business service offices supported by WD, is helping Western Canada's small businesses rise to the challenges of the global economy.

Factors such as outsourcing, corporate concentration, and intense competition for markets, investment dollars and skilled labour are changing the face of business – meaning that owners need to adjust in order to survive.

The WCBSN provides access to business information, training, advisory services and capital, helping small business succeed and access new markets at home and around the world.

WCBSN partners include Canada Business offices and their Aboriginal Business Service Network, the Women's Enterprise Initiative, Francophone Economic Development Organizations and Community

Futures Development Corporations. Together, the partners provide more than 100 points of service where western small businesses can obtain the business information and resources they need to thrive.

For more information on the services of WD's Western Canada Business Service Network, or to find an office near you, visit: [www.wd.gc.ca/serv](http://www.wd.gc.ca/serv) or [www.canadabusiness.ca](http://www.canadabusiness.ca).

## Trade mission nets international accounts for Manitoba entrepreneur

Like many new parents, Heather Campbell-Dewar was astonished to discover how many things a small child requires. "I was attending an event and had my hands full with a baby, diaper bag, purse, camera and other parenting necessities," she said. "I kept thinking that there had to be a better way."

Using the services of the Canada-Manitoba Business Service Centre, she began researching the possibilities of



Founder Heather Campbell-Dewar and her daughter Camryn proudly display the Baby Sherpa and the Short Haul Sherpa.

PHOTO COURTESY OF WINNIPEG FREE PRESS, APRIL 10, 2006, REPRINTED WITH PERMISSION.

manufacturing a bag that would help organize active families.

With a long list of "must have" features, Campbell-Dewar approached a manufacturer to produce a prototype and in March 2003 Baby Sherpa, named after the Sherpa guides in the Himalayans, was born.

She attended a number of Canada Business seminars on exporting, and was directed to a trade mission in Chicago that resulted in new accounts. Those accounts grew to the point where a U.S. sales office was opened to handle more than 150 stores carrying Baby

Sherpa. Her products are also carried at Australia's Babies Galore chain store and Britain's Green Baby.

Described by England's Grove Magazine as the James Bond of Backpacks, the four-in-one Baby Sherpa makes it easy to organize everything babies and their parents require, and is the right size for carry-on luggage for all airlines.

For more information, call 1 888 333-3424 or visit [www.babysherpa.com](http://www.babysherpa.com). ■

SEE PAGES 18 & 19 FOR MORE NETWORKING SUCCESS STORIES

AT THE CANADA-MANITOBA BUSINESS SERVICE CENTRE, CAMPBELL-DEWAR ATTENDED SEMINARS ON EXPORTING.



NETWORK - CONTINUED FROM PAGE 17

## B.C. loan recipients eye inter-provincial markets

Nana's Kitchen & Hot Sauce Ltd. began when sisters Nasim Dhanji and Shelina Mawani recognized the commercial possibilities of their homemade hot sauce, popular among friends and family. They decided to bottle the sauce for sale and try their hand at creating a niche market for exotic flavours.

The combination of Dhanji's talent in production and management and Mawani's business and marketing skills allowed them to diversify their product line in a few short years. Apart from the signature Pili Pili (Swahili for "chili") hot sauce, Nana's Kitchen offers other sauces, curry and butter chicken pastes, and a range of frozen products like wraps, snacks and samosas.



With a loan from the Women's Enterprise Centre, their business has been growing steadily since 2000. They now operate out of a 9,000-square-foot facility in Surrey, B.C., employing 19 full-time staff.

Their products are found on the shelves of major B.C. grocery chains, such as Safeway, IGA and Save-On-Foods, as well as local ethnic markets and specialty food stores. Building on their success, Dhanji and Mawani are trying to break into markets in Alberta and Ontario. ■



*Sisters Shelina Mawani and Nasim Dhanji are the driving force behind the success of Nana's Kitchen & Hot Sauce Ltd.*

## Saskatchewan entrepreneur helping Westerners access China markets

The advice Gang Lee and his wife Rebecca Dong received from the Canada-Saskatchewan Business Service Centre (CSBSC) resulted in more than just one successful business. The positive experience inspired Rebecca to create a second venture that will help Canadian companies connect with more opportunities in China.

The pair originally approached CSBSC for research assistance and marketing

advice for their business, Lee's Goldfish Hobbyist Aquarium, which imports and breeds goldfish and tropical fish from China. The business addresses a gap in the Saskatoon pet market, where large companies have been reluctant to build distribution facilities. Less than a year after opening, product capacity and sales volumes had doubled.

Rebecca was so impressed with the results, she approached the

CSBSC with another idea. With its help, Rebecca tapped into marketing research, seminars and other resources that enabled her to launch Martdirect Consulting, which helps Canadian companies establish distributorships and locate suppliers in China, and provides marketing and consulting advice to companies seeking export business in China. ■



NETWORK - CONTINUED FROM PAGE 18

## Business support helps Alberta entrepreneur break into U.S. market

A loan and business advice from Alberta Women Entrepreneurs (AWE) is helping three Calgary women expand distribution of their innovative product.

Marci Andrews, Nancy Scott and Jana Sinclair are the creators of HealthPod Baby, a personal organizer that brings all a child's vital health records together in one place. The device ensures parents have access to critical details, even during midnight visits to the emergency room.

The entrepreneurs say AWE's business planning and marketing advice was critical to the success of their launch in the spring of 2005 and they're now ready to establish Canada-wide distribution and to enter the U.S. market.

For more information, visit [www.healthpod.ca](http://www.healthpod.ca). ■



HealthPod Baby founders from left to right: Nancy Scott, Jana Sinclair and Marci Andrews.

# 100% made-in-Canada eco-cabin exhibition ready for global frontiers

by Laura Francis-Lamb,  
WD Communications, Ottawa

What happens when you combine creativity, ingenuity and a passion for smart, eco-friendly living? A sophisticated mobile exhibition in the form of a wholly Canadian cabin that has captured the imagination of Canadians and is about to take the world by storm.

The 480 square-foot All Terrain Cabin is fully equipped for off-the-grid living for a family of four – and even a pet.

Using 100 per cent Canadian goods – roughly 75 per cent of them from Western Canada – this compact abode was constructed by a Vancouver-based design group not with sales in mind, but with the vision of showcasing Canadian ingenuity in design and innovation.

The BARK Design Collective, a non-profit organization, began the project two years ago after sparking the interest of the more than 50 leading edge Canadian companies that contributed products to the exhibition. With the help of \$163,000 from WD, the cabin is now a reality and en route to show the world what Canada is made of.

The All Terrain Cabin conforms to ISO container shipping standard and can



Now on a four-year trek throughout Canada and the world, the All Terrain Cabin has already drawn crowds in Calgary, Vancouver, Toronto and Ottawa and is set to tour the United States, Europe and Asia.

be transported by boat, truck, train or even helicopter. When deployed, the unit triples in size and comes outfitted with such eco-friendly features as a composting toilet, two large water holding tanks, and a filtration system that consists of UV light to kill bacteria and micro filters to pull out sediment. Energy and heat are provided by a bio-diesel generator and by large photovoltaic panels, which are also used to recharge batteries.

Find out more about this and other exciting BARK Design projects at [www.barkbark.ca](http://www.barkbark.ca). ■

DISCOVER HOW OUR BUSINESS SERVICE OFFICES  
CAN HELP YOU START OR GROW YOUR BUSINESS:

[www.wd.gc.ca](http://www.wd.gc.ca) [www.canadabusiness.gc.ca](http://www.canadabusiness.gc.ca) 1 888 338-west (9378)

# RETROSPECTIVE

## Twenty years of building a stronger West, and a stronger Canada

by Laura Francis-Lamb,  
WD Communications, Ottawa

2007 marks WD's twentieth year of building a stronger, more prosperous West. This milestone made us think back to our early investments and their impact on the economy – and the people – of the West. Here's one investment from over 15 years ago that is seeing significant payoffs today.

### WD investments generate long-term benefits

Seeing an opportunity for growth in Manitoba's fledgling life-sciences sector back in 1992, WD provided \$522,000 to Technology 2000 Inc., a subsidiary of the St. Boniface Hospital focused on commercializing technologies developed at the hospital's research centre.

One prototype that began at the research centre more than ten years ago has since evolved into market-ready technology, multi-million dollar sales, dozens of jobs and the promise of further growth.

Intelligent Hospital Systems, a Winnipeg-based medical device company, is preparing for commercial production of its automated intravenous filling units. RIVA, for Robotic Intra

Venous Automation, will be used by hospital pharmacies to automatically and accurately prepare IV syringes and IV bags. The robotics system will reduce errors and improve quality control as well as patient safety.

Today, after more than a decade of fine-tuning its technology, the company is set to begin construction on a 15,000-square-foot state-of-the-art production facility and more than double its workforce from 25 to 60.

Already two of the \$1-million units have been sold to the University of California, with more sales on the horizon. Kevin McGarry, CEO of Intelligent Hospital Systems, said the company hopes to ship up to 16 more units in 2008.

"RIVA is a world-class hospital pharmacy automation product that is changing the way North American hospitals compound intravenous medications for their patients. Safety and efficiency are the two primary reasons that hospitals are purchasing RIVA units. With manufacturing taking place in Winnipeg, a significant number of new jobs have been created. None of this would have happened without the initial investment from Western Economic Diversification Canada." ■

"THIS IS AN OUTSTANDING SUCCESS STORY FOR WD AND FOR MANITOBA'S LIFE SCIENCES CLUSTER. WHILE WD'S INVESTMENTS DO NOT ALWAYS GENERATE IMMEDIATE RESULTS, PERSISTENCE OFTEN LEADS TO SUBSTANTIAL PAYOFFS. IN THIS CASE, SUPPORT DURING THE CONCEPT AND DEVELOPMENT PHASES LED TO SIGNIFICANT ECONOMIC BENEFITS 15 YEARS LATER."

*The Honourable  
Rona Ambrose, President of  
the Queen's Privy Council  
for Canada, Minister of  
Intergovernmental Affairs  
and Minister of Western  
Economic Diversification*

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