



Team Canada Atlantic
Trade Partners  Coastal Partners



acknowledgments

The Team Canada Atlantic trade mission to the New England states is an initiative of the Conference of Atlantic Premiers and the Government of Canada, in cooperation with the Alliance of Manufacturers and Exporters Canada.

This trade mission is a cooperative effort designed to optimize export and trade development on an Atlantic scale. Partners include:

- the Atlantic Canada Opportunities Agency (ACOA)
- the New Brunswick Department of Investment and Exports
- the Newfoundland and Labrador Department of Industry, Trade and Technology
- the Nova Scotia Department of Economic Development
- the Prince Edward Island Department of Development
- Team Canada

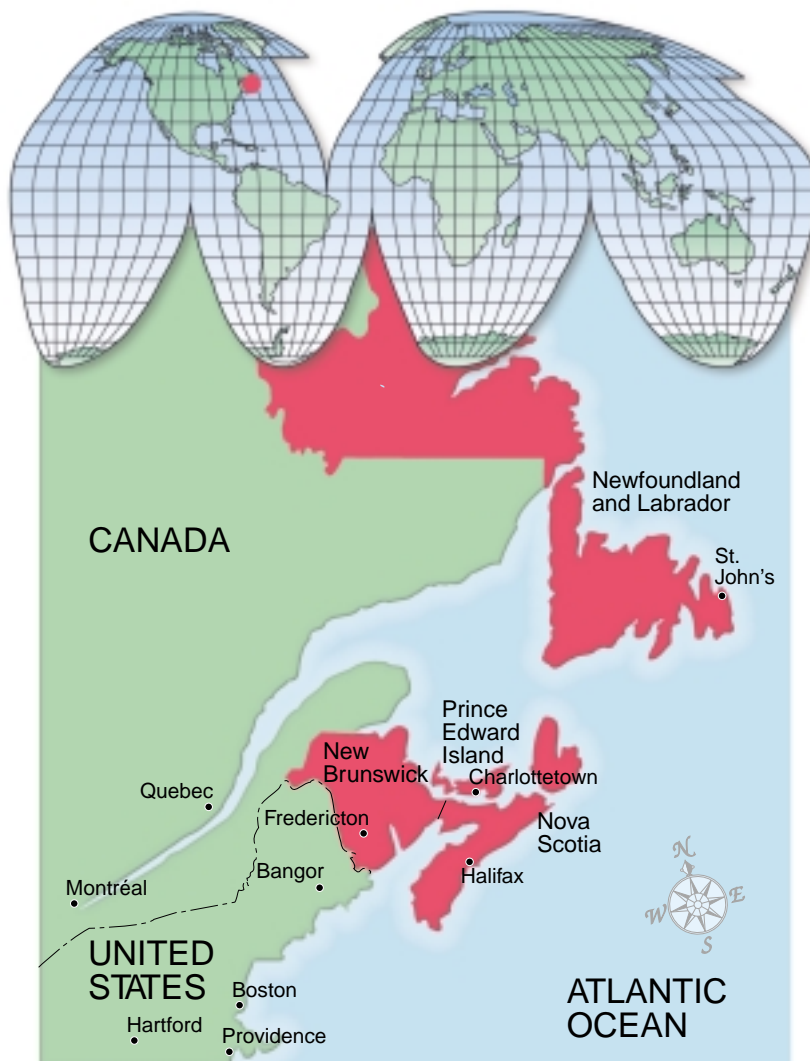


GOVERNMENT OF
NEWFOUNDLAND
AND LABRADOR

GOUVERNEMENT DE
TERRE-NEUVE ET
DU LABRADOR



**Alliance of
Manufacturers &
Exporters
Canada**





Building on the success of last year's Team Atlantic mission to New England, the Atlantic Provinces are once again leading a trade delegation of 40 companies.

In partnership with Team Canada, this year's mission is designed to encourage companies to explore new business opportunities offered through exporting.

This initiative is unique in that many of the mission participants, while successful in their domestic market, have not yet explored the export marketplace.

New England, a large and prosperous market with strong transport, cultural and historic links to Atlantic Canada, presents an exciting challenge to the mission participants.

This mission will focus on exploring the potential, the opportunities and the possible partnerships to be established between these two coastal markets.

Boston, Massachusetts, The Boston Park Plaza

Monday, May 8, 2000

Noon Reception
12:30 pm Business Lunch
Keynote Speaker:
The Honourable Jean Chrétien, Prime Minister of Canada
2:00 pm
to 5:00 pm Business Meetings
6:00 pm Reception
Hosted by The Honourable Pierre S. Pettigrew
Minister for International Trade

Warwick, Rhode Island, Crowne Plaza - At the Crossings

Tuesday, May 9, 2000

7:30 am Business Breakfast
Co-hosted by the Rhode Island Economic Development Corporation
9:30 am
to 4:30 pm Business Meetings

New Haven, Connecticut, Omni New Haven Hotel at Yale

Wednesday, May 10, 2000

7:30 am Business Breakfast
Co-hosted by the Connecticut Department of Economic and Community Development
9:30 am
to 5:00 pm Business Meetings

Braintree, Massachusetts, Sheraton Braintree Hotel

Thursday, May 11, 2000

8:30 am
to 5:00 pm Business Meetings

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Canada: A Valuable Trading Partner



The Right Honourable
Jean Chrétien, P.C., B.A., LL.L., LL.D., O.C.
Prime Minister of Canada

A Message From the Prime Minister of Canada

In the spring of 1999, the four Atlantic Premiers joined forces to lead a highly successful trade and investment mission to the New England states. I am honoured to have been invited to join the Premiers and Canadian companies on this second mission to your friendly and dynamic region.

Atlantic Canadians and New Englanders share a common bond of geography and family, and a special trade relationship that predates Canadian Confederation. This long history of trade and cooperation has contributed greatly to the prosperity of both of our nations. In 1999, trade between the New England states and the Atlantic provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island, totalled C\$4.9 billion. The goal of this Team Canada Atlantic mission is to explore ways of making this exceptional relationship even stronger.

Atlantic Canada is a high-value, low-cost investment location. The region is home to world-class businesses and a highly skilled workforce specializing in the new economy. Some of Atlantic Canada's best new exporters are participating in this mission. If past experience is any indication, I know you will benefit from getting to know them, and Canada, better.



The Honourable
Pierre S. Pettigrew
Minister for International Trade

A Message From the Minister for International Trade

Business and employment are thriving on the winning partnership between New England and the Atlantic provinces. There is tremendous opportunity which exists to build upon this highly successful relationship and I am particularly pleased to be a part of this Team Canada Atlantic initiative.

This is a great time for Americans to do business in Canada. We offer an ideal combination of skilled labour, competitive costs, low inflation, and record-breaking investment and trade success. Opportunities abound in many sectors in which proven, recognized Canadian expertise continues to evolve. These include information technology, biotechnology, telecommunications, financial services and communications. As well, our traditional trade sectors such as forestry, energy and agriculture, continue to prosper.

Atlantic Canada is one of the most cost-competitive areas in the industrialized world in which to do business. This was illustrated in a study by the independent consulting firm KPMG, which compared the cost of doing business in 42 locations throughout North America and Europe. Atlantic Canada cities – St. John's, Halifax, Charlottetown and Moncton – earned the top four positions in the overall rankings.

Canada has top-class companies ready to do business and enter into productive partnerships with the dynamic enterprises of New England. The benefits of trade and investment are apparent on both sides of the border. I hope that this mission will provide the occasion to build on these traditional Atlantic Canada-New England links and foster continuing prosperity for both regions.



Getting Into the Swim in the New England Market

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Right on Canada's doorstep, New England represents a market of 13 million people with a high level of disposable income and buying power. Wages are 16 percent above the national average, and the 3.1 percent unemployment rate is among the lowest of any region in the United States.

Biotechnology, computer networking, health care, financial services, chemicals and plastics, and environmental engineering are widely regarded as the industries with the greatest opportunity and potential. As well, New England is the principal point of entry and major market for eastern Canadian fisheries products; 50 percent of U.S. seafood business passes through the Boston area. The sophistication of the American seafood consumer and the demand for greater variety make this an attractive market for Canadian fish, seafood and aquaculture companies.

Ocean Pier: A Small Corporation With Big Ideas

Founded in 1989 as a fish processing and manufacturing enterprise, Ocean Pier Inc. has rapidly transformed itself into an innovative and successful exporter. Located in Scoudouc, New Brunswick, and currently employing 30 people year-round, this progressive company specializes in gourmet fish and seafood products.

The National Board of the American Tasting Institute recently recognized the outstanding quality

of Ocean Pier products by presenting the company with the prestigious American Taste Award of Excellence in San Francisco.

Ocean Pier began exporting in 1993 with just one product – seafood lasagna.

Today, a wide variety of Ocean Pier hors d'oeuvres can be found in the aisles of major American supermarkets such as Shaws, Stop & Shop, and Price Choppers. The company continues to expand and grow, with 80 percent of its revenues now stemming from exports, and recently concluding its first contract for a private retail label with an emerging American chain.

A key element of Ocean Pier's success is its use of resources available to Canadian companies wanting to take advantage of New England's strong economic climate. The International Boston Seafood Show, where Ocean Pier made its third appearance this year, was particularly important for the company. It was at this show that Ocean Pier representatives first came into contact with key distributors who would later help introduce its products to the U.S. market.



Pierre Beaudoin, President and Chief Operating Officer of Bombardier Recreational Products Inc., addresses the members of the NECBC at a luncheon at the Boston Seaport Hotel on December 1, 1999.

International Boston Seafood Show a Vital Industry Showcase

The International Boston Seafood Show began as an initiative of the Canadian Consulate General and has grown to become the largest and most influential show of its kind in North America. This year's event took place from March 7 to 9 in Boston, and featured exhibits by producers of fresh, frozen and live seafood as well as displays of the latest quality control, transportation and storage solutions.

This year's show afforded exhibitors a unique opportunity to showcase their products to buyers from around the world. In 1999, buyers spent over \$8.5 million on the exhibit floor. Canada was well represented, with Canadian companies accounting for the second largest group of exhibitors, after the United States. The show's Canadian Infobooth helped enhance Canada's profile, and



a reception hosted by Consul General Mary Clancy provided a unique networking opportunity for Canadian participants and potential buyers.

The New England Canada Business Council

Effective networking is one of the keys to building a successful business. When introducing products to a new region, successful businesses must identify potential contacts within the area and establish strong relationships. Companies entering New England are fortunate to have a number of valuable resources they can use to help them enter and develop this market.

One such resource is the New England Canada Business Council (NECBC). Established in 1981, the NECBC is an active network of businesses and individuals who share a common interest in strengthening the business, political and cultural ties that have historically existed between Canada and New England. The council's frequent events provide forums for business executives from both sides of the border to interact in a professional atmosphere, fostering invaluable business relationships. Last December, Pierre Beaudoin, President and Chief Operating Officer of Bombardier Recreational Products Inc., led a group of companies from Estrie, Quebec,

to a luncheon meeting, the theme of which was Virtual Organizations. Upcoming NECBC luncheon events in Boston will feature Thomas D'Aquino, President and Chief Executive, Business Council on National Issues, April 12, 2000, and Domenic D'Allessandro, President and CEO, Manulife Financial, May, 31, 2000.

Each year, the NECBC also hosts the pre-eminent energy conference in North America. This year, the 8th Annual U.S.-Canada Energy Trade and Technology Conference will take place on November 3. Responding to the ever-changing business market, the NECBC is also launching a brand-new high-technology initiative, beginning with a conference during the first week of June entitled Northern Lights: Illuminating Canada's High-Tech Opportunities.

Richard J. Terrazas, President and CEO of the NECBC, said, "Our diverse membership is comprised of representatives of a wide variety of industry sectors including high technology, medical, academia, energy and telecommunications. This unique group provides for a healthy exchange of ideas on an array of issues currently having an impact on the ever-changing global marketplace."

The Canadian Consulate General in Boston serves five of the six New England States: Rhode Island, Massachusetts, Vermont, New Hampshire and Maine (the sixth, Connecticut, is served by the New York Consulate) as well as St. Pierre and Miquelon.

Consulate InfoCentre: Gateway to New England

The Canadian Consulate InfoCentre is a one-stop shop for Canadian companies that have researched and selected New England as a target market. Within five working days of receiving a written inquiry, the InfoCentre responds to a company's request. It can supply the company with lists of local contacts and key strategic information on its particular industry. When available, it can also provide market information studies that will help companies better prepare to enter this lively region which maintains a healthy mix of traditional and emerging industries.

Companies can contact the InfoCentre via the Internet at:

boston.commerce@dfait-maeci.gc.ca

or by fax at (617) 262-3415

For more information please visit the Department of Foreign Affairs and International Trade Web site:

www.dfait-maeci.gc.ca

CanadExport (March 15, 2000).



New Brunswick



The Honourable Bernard Lord
Premier of New Brunswick

(506) 453-2144

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In this era of global markets and free trade, it is crucial for New Brunswick and indeed for all of Atlantic Canada to look beyond our own borders to seek out new opportunities to sell our goods, products and services.

As Premier of New Brunswick, I am committed to working with the other Atlantic Provinces and with business and government across New England to develop and expand our economic and cultural links for the benefit of both our economies and our citizens.

We must continue to build upon our already close ties to produce an even stronger trade relationship. The key to developing such a relationship is in getting to know one another and what products and services we can offer on the trading market.

The Team Canada Atlantic mission to New England is a golden opportunity for us to work together to harness the entrepreneurial spirit that is present and thriving on both sides of the border.





New Brunswick: Your Ideal Trade Partner, Your Next Location for Business

 New Brunswick is the ideal partner for New England businesses looking for new trade and business opportunities. Thanks to the North American Free Trade Agreement, New Brunswick's already strong trading relationship with New England and with the United States as a whole has increased significantly. As a result, New Brunswick is the ideal place for New England companies looking for increased trade opportunities, or to expand or establish new operations.

New Brunswick is strategically positioned to respond to New England business. New England firms that are looking for new markets for their products should look at Atlantic Canada, and specifically New Brunswick, as a growing market area. Companies which are contemplating expansion or relocation plans must also consider Atlantic Canada and New Brunswick at the top of their site selection process.

In terms of trade, New England and New Brunswick/Atlantic Canada are in the middle of the primary trade routes between the United States and Canada. The vast majority of bilateral trade between our two countries flows through eastern Canada and the northeastern United States. In fact, the total value of trade between Northern New England and New Brunswick and Québec grew \$480 million between 1988 and 1995.

Our increasingly diversified and expanding economy offers New England business a growing prospective market for products and services.

New Brunswick's land and sea infrastructure makes it an ideal

gateway for New England business to the Canadian and indeed the world markets. Our highway and rail linkages connect to the major Port of Saint John and to air cargo terminals at Saint John, Moncton and Fredericton.

In terms of investment opportunities, New Brunswick offers a low-cost operating environment, a highly skilled and trainable labour force, similar culture and language, favourable foreign exchange rates, and highly competitive fringe benefit rates and utility rates.

There are numerous opportunities for businesses looking to expand in manufacturing sectors, including metalworking and plastics, and the information technology and knowledge industry. New Brunswick has among the lowest operating costs in North America in manufacturing, especially in plastics, and in customer contact centre and helpdesk operations.

Our information technology and industrial infrastructure offers prospective clients, trade partners and investors in New England highly competitive and cost-effective solutions to their human resources, production and outsourcing needs.

We have the people, the markets, the trade sectors and the transportation and cost infrastructure to move New Brunswick to the top of your list for trade and investment opportunities.



Please contact us to see what opportunities await your business in New Brunswick!

Contact us at
1-800-665-1800
and visit us at
www.gov.nb.ca/edi/index.htm

For more information, contact:

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New  Nouveau
Brunswick



New Brunswick



Cynaptec Information Systems

Business Profile

Cynaptec Information Systems offers significant experience in the information technology field, as well as extensive collateral management experience in industries such as transportation, tourism, service, resource, heavy manufacturing and education. With continued investment in its people through training and personnel development, Cynaptec remains a leader in computer networking design, implementation and support; and application development and integration. The company uses the latest programming and database languages and tools; important adjunctive services include user-focused documentation and procedure development.

Products and Services

Programming Capacity, Project Management, Programming Analysis and Design, Database Development and Optimization.

Mission Objectives and Opportunities

Partnerships with information technology organizations who have internal programming resources and are looking to augment these resources through outsourcing. Contact with business sectors including: forestry, food processing, resource or resource services, manufacturing and information technology.

Contact

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Canada E4P 1H9
Tel: (506) 533-1460
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www.cynaptec.net



Gautreau Machine Shop Ltd.

Business Profile

Gautreau Machine Shop Ltd. is a custom manufacturer of high-quality precision components. The company, now established for 12 years, operates over 60 machines, specializing in close tolerance, high-quality work in particular for the telecommunications, aerospace and tissue converting sectors. Metal fabrication and miscellaneous steel assemblies for the transportation and tissue converting industries also form part of the company service mix.

Products and Services

Production quantities, short-runs and prototype development through the company's conventional and CNC shops.

Mission Objectives and Opportunities

To develop strong relationships with end-user customers in the New England area for long-term sales.

Contact

Jeremy Walsh, CET,
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672 Babin Street
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Canada E1A 5M1
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E-mail: gmsltd@nb.sympatico.ca
www.atyp.com/gautreau





Trade Mission Business Profiles

Ivey Environmental Services Ltd.

Business Profile

Ivey Environmental Services Ltd. specializes in using remediation technology to restore air, soil and ground-water quality. The Ivey team has completed more than 800 projects. Ivey Environmental has established a technical resource group to research, design and apply environmental process technology and treatment systems.

Products and Services

Ivey-sol Phase Transfer Technology (patent Canada 1998 and USA 1999). Technology used for the rapid clean-up of most LNAPL petroleum-contaminated soil and/or groundwater. Sites are cleaned

75 percent faster on average than most technologies as compared to conventional clean-up approaches.

Mission Objectives and Opportunities

To form alliances for the use of the company's services in New England. Possibly to find one or more companies interested in using the new Ivey-sol remediation technology.

Contact

George Ivey, President
PO Box 1103, Stn. A
Fredericton, New Brunswick
Canada E3B 5C2
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www.ivey-environmental.com



Maritime Rocker Inc.

Business Profile

Maritime Rocker Inc. manufactures various types of high-end gliders and stools of solid birch for the furniture market. The glider comes with a 25-year warranty on its bearing mechanism, which is patented (April 1997). Included with the glider are two high quality embroidered cushions.

Products and Services

High-end gliders and stools.

Mission Objectives and Opportunities

To find furniture distributors in the New England States.

Contact

Leo Malley, General Director
2650 Manufacturier Street
Tracadie-Sheila, New Brunswick
Canada E1X 1A1
Tel: (506) 395-6333
Fax: (506) 395-6337



ew Brunswick

IMS Consultants Inc.

Business Profile

MIMS Consultants Inc. is an IT integrator helping clients integrate technology into their business environment, and with minimal disruption. Most importantly, MIMS operate a helpdesk to support many different applications for clients. The company's helpdesk services can support an application whether commercial or customized from first line to very low-level integration support. MIMS also designs and develops customized business solutions, from process control to data management. MIMS core competencies lie in their expertise surrounding database and database development and the different tools used to develop web-based applications.

Products and Services

MIMS will market the following services: helpdesk and application-support services; web-based systems integration; Linux integration in a Windows environment. MIMS will market the following products: B-Suite E-commerce development Suite for Linux; Plan-it; Web-based resource planner; ISP-mon, web-based Internet Service monitoring system.

Mission Objectives and Opportunities

To develop relationships with software distributors and to offer US companies consulting/system integrator services.

Contact

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440 King Street
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Canada E3B 6Y8
Tel: (506) 451-6467
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E-mail: jkhoury@mims.ca
www.mims.ca



erformx Inc.

Business Profile

Performx builds custom courses for the Net. Whether the learning solution is to be delivered through the Network, Inter/Intranet or Extranet, Performx will provide a high-quality, cost-effective solution for businesses dependent on a knowledgeable workforce. Performx looks forward to the opportunity to work with clients to develop a learning solution which enables learners to acquire knowledge, enhance skills and discover that learning is a never-ending adventure.

Products and Services

Performx develops customized courses for the Net. Performx is able to provide the client with support in the following areas: full design and development of customized courses for the Net; development alone, with the design provided by the client; and/or courseware conversion. Performx does not use proprietary software.

Mission Objectives and Opportunities

Performx is focused on sales opportunities with industry at large.

Performx has a strong client list and has been successful with Fortune 500 companies.

Contact

Beth Webster, Vice President and General Manager
371 Queen Street
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www.performx.nb.ca





Trade Mission Business Profiles



Business Profile

Radius designs and manufactures custom office furniture using ergonomic principles, state-of-the-art design techniques and modern materials. Radius provides high-quality products that improve productivity and efficiency, maximize space and enhance corporate image for small- to medium-size businesses.

Mission Objectives and Opportunities

To sell, distribute and service custom office furniture to the northeastern United States via dealers or agents, who have the installation and service capability. Strategic partnerships with architects or interior design firms that specialize in office interior design.

Contact

Mike Cashin, President
PO Box 1114
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Fax: (506) 455-0961
E-mail: ctech@nbnet.nb.ca

Products and Services

Custom office furniture.



Business Profile

Twisted Air Technologies is committed to technology advancements and innovative business strategies for transportation, parking and public safety. The company's expertise is wireless data acquisition and communications technologies. Twisted Air Technologies develops, markets, deploys and maintains products and systems to increase revenues and efficiencies of existing parking operations and public safety systems through wireless data acquisition and communications technologies.

shelf" functional modules designed to enhance the efficiency of parking management. The solution consists of state-of-the-art technologies and products available from a team, led by Twisted Air Technologies, that includes companies that are leaders in their own right supplying commercial communications solutions, enterprise transaction software and street-proven products.

Contact

Mark Dee, President and CEO
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Canada E3B 1B2
Tel: (506) 459-2888
Fax: (506) 459-2913
E-mail: markdee@metervision.com
www.twistedair.com

Mission Objectives and Opportunities

Strategic alliances, contracts for purchase and sale, and licensing opportunities.



twisted air technologies

Products and Services

MeterVision Integrated Product Suite (MIPS). MIPS is a combination of proprietary developed and "off-the-

New Brunswick

Valley Machine Works Ltd.

Business Profile

Valley Machine Works Ltd. is a world-class manufacturer, providing top-quality machinery and systems for the wood-processing industry. The company is dedicated to finding innovative solutions using a skilled team of engineers, technicians, trades people and a modern manufacturing facility to guarantee the customer's success. On-going research and product improvement drives their commitment to their future and to their customers.

Products and Services

Valley Machine Works manufactures a full line of wood-processing machinery for sawmills,

planer mills and secondary wood product plants. The company provides everything from complete turn-key jobs to custom designed individual pieces of equipment as well as consulting services, including the designing of mill layouts, electrical plans and assisting in the design of foundations and support structures.

Mission Objectives and Opportunities

To establish possible strategic manufacturing partners, as well as look for distributors to help market product in the New England and New York states.

Contact

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Jim Woodford, Executive Vice-President
26 Pinder Road
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Tel: (506) 575-2231
Fax: (506) 575-2380
E-mail: vmw@nb.aibn.com
www.valleymachine.com



Vital Knowledge Software Inc.

Business Profile

Vital Knowledge Software Inc. is an education-based software development company that is dedicated to helping educators obtain essential skills to meet the challenges of today's dynamic learning environments.

Products and Services

"Teachers' Tech Tutor" solution package designed and developed by teachers for teachers to aid educators in using technology in the classroom. This system combines the best features of the multimedia CD-ROM and the immediacy of

the Internet to support the novice computer user through all stages of learning and the technology coordinator in their training role.

Mission Objectives and Opportunities

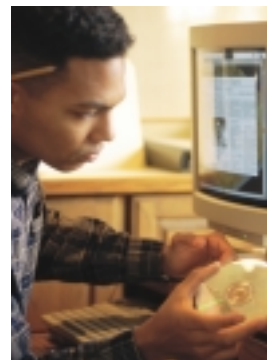
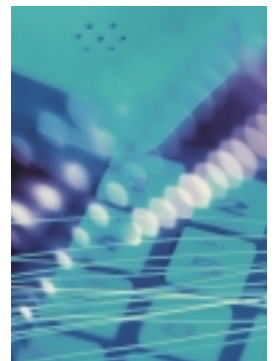
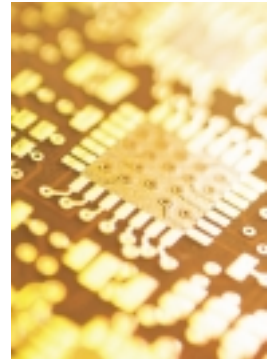
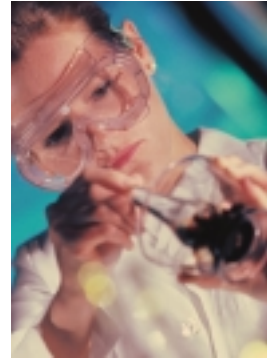
Vital Knowledge is looking for partners and distributors that have complementary products, as well as contract opportunities with the state level of the departments of education.

Contact

Nola Chiasson, Vice-President
PO Box 181
Miramichi, New Brunswick
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www.vitalknowledge.com



There are *many advantages* to doing business *in Atlantic Canada.* Cost is just one of them.



According to *The Competitive Alternative: A comparison of business costs in North America, Europe and Japan*, a recent study produced by KPMG, Canada outperformed all G-7 countries. Measured separately, Atlantic Canada (Nova Scotia, Newfoundland, New Brunswick and Prince Edward Island) performed even better, especially in the six knowledge-based sectors examined by KPMG (package software, advanced software, telecommunication equipment, electronics, medical devices and pharmaceuticals).

Bio-technology innovation has spurred growth in such key industries as aquaculture, forestry, fisheries, agriculture, health care and environmental management.

The region's pioneering work in information technology and telecommunications has produced advanced training technology, multimedia and new software developments; and is blazing a trail in tele-medicine and tele-education.

Atlantic Canada's expertise in resource management has spawned a whole geomatics industry - from mapping hardware and software to remote facilities

management - and given us leadership in cold ocean engineering, marine communications, navigation, and aquaculture as well as a solid base in environmental science and technology.

Consider the business benefits of locating in Atlantic Canada: significantly lower costs than our neighbours in such key areas as property taxes, provincial business taxes, commercial real estate, labour costs (including wage and employer-sponsored benefits), a strong R&D infrastructure, expert business development and a skilled labour force.

For further information on the opportunities that await you in Atlantic Canada, please call or write:

Trade and Investment Division
Atlantic Canada Opportunities Agency
P.O. Box 6051
Moncton, New Brunswick
Canada E1C 9J8

Call **506-851-6240** or **1-800-561-7862**
or visit our website at **www.acoa-apeco.gc.ca**



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada



Newfoundland and Labrador



The Honourable Brian Tobin
Premier of
Newfoundland and Labrador

(709) 729-3570

E-mail: premier@mail.gov.nf.ca

Newfoundland and Labrador, a place that is well known for its pristine beauty, diverse culture, and hard-working people, is now recognized for leading Canada in both economic and employment growth.

From the traditional to the innovative, and from small-scale to mega projects, Newfoundland and Labrador has the capabilities to support a wide-range of industries and business opportunities. These opportunities, combined with an attractive range of business incentives, make our province an ideal business location for you.

Historically, Newfoundland and Labrador has had strong ties with the New England region and we are now making efforts to rejuvenate that relationship with our ***New England Trade and Investment Strategy***.

With a renewed enthusiasm about our province, and an eagerness to build on our many opportunities, Newfoundland and Labrador is poised for continued success.


Come see for yourself all that our province has to offer.

An artist's rendition of the Terra Nova development, the second major project in Newfoundland and Labrador's oil and gas industry. The floating, production, storage, and offloading (FPSO) vessel hull for the project is on its way to Bull Arm, Newfoundland for the installation, hookup, and commissioning of all topsides modules.





Newfoundland and Labrador: Building International Links

eaching global markets. Competing in a knowledge-based economy. Forging new partnerships. It's all part of today's business environment. And it can all be found in the business mandate of Newfoundland and Labrador.

With an attractive combination of business advantages, and a diversity of exciting industries, our province is rife with new opportunities.

Over the past few years, the economic momentum has been picking up speed in Newfoundland and Labrador. Last year, we led all of Canada in gross domestic product and job growth. This growth is fueled by an economy that comprises a successful blend of traditional industries, and new and developing sectors.

Both new and traditional industries offer many exceptional opportunities for strengthening international links. Traditional industries like tourism, the fishery and manufacturing continue to expand in Newfoundland and Labrador. A record number of tourists, over 400,000 non-resident auto, air and cruise passengers, visited our province in 1999, which resulted in approximately \$263 million in revenue for the year. Our fishery had a production value of approximately \$1 billion in 1999, the highest ever recorded in its history. In 1999, manufacturing shipments reached a record \$1.98 billion, up 13.1 percent over the previous year.

Emerging sectors like petroleum and technology open up a vast number of exciting new opportunities for growth.

As the province's first major oil project, Hibernia represents the foundation of the oil and gas industry in Newfoundland and Labrador.

Terra Nova is expected to begin production in early 2001, and many more projects are anticipated in the years to come. With an excess of 8.2 trillion cubic feet of natural gas, the province also has a new aspect of its petroleum industry that is brimming with opportunity, and ideal for partnerships.

In the technology arena, there are also many exciting developments taking place. The province's strong ties to the ocean make it an ideal location for marine technology. Industry leaders continue to develop innovative applications, in conjunction with major educational and research institutes in the province. The biotechnology industry is also growing in Newfoundland and Labrador, as the province leads the way with marine biotechnology developments. With a strong and growing IT sector, Newfoundland and Labrador is well-equipped to capitalize on trends like e-business. Currently, more than 200 IT companies export goods and services to over 40 countries worldwide.

Newfoundland and Labrador's business-friendly environment embraces growth for new and expanding industries by offering key business advantages. The province is renowned for its highly skilled and loyal workforce. It has an accessible light, medium and heavy industrial infrastructure. And it has been hailed for its low-cost business environment. In 1999, Newfoundland and Labrador's capital city, St. John's, ranked second in a KPMG business cost comparison study of 64 cities in eight countries, just a half point behind the number one city. Attractive incentive programs such as EDGE (Economic Diversification and Growth Enterprises) offer tax breaks, unserviced crown land and other benefits to businesses that qualify.

The province's on-line business information system, Success~Works, provides a comprehensive source of information on local companies, and on the business advantages Newfoundland and Labrador offers.

Our province has worked for many years with international partners to develop mutually beneficial business relationships. One way we are doing this now is through our **New England Trade and Investment Strategy**, a new means for building on the strong, historic ties Newfoundland and Labrador has with New England.

Newfoundland and Labrador is continuing to look for new opportunities to enhance these international links, to develop a stronger economy and to offer the best advantages for new partnerships. We invite you to become a part of our exciting future.

Contact us at
1-800-563-2299
and visit us at
www.success.nfld.net/

For more information, contact:

Paul Morris

Director, Trade and Investment
Department of Industry, Trade
and Technology
PO Box 8700, St. John's,
Newfoundland and Labrador
Canada A1B 4J6
Tel: (709) 729-2781
Fax: (709) 729-3208
E-mail:
pmorris@mail.gov.nf.ca



GOVERNMENT OF
NEWFOUNDLAND
AND LABRADOR

GOVERNEMENT DE
TERRE-NEUVE ET
DU LABRADOR



Newfoundland and Labrador



Breakwater – Softwaves

Business Profile

Breakwater – Softwaves is a publisher of quality trade and educational books in print and non-print formats. An independent Canadian-owned company with an impressive record in Canada and Europe, Breakwater – Softwaves offers opportunities in the US for trade book sales reps, movie and TV scripts for film companies and potential partnerships for educational software developers in the school curriculum.

Products and Services

Novels, school books, children's stories, educational software and

established expertise in the development of curriculum courseware especially in the area of regional culture.

Mission Objectives and Opportunities

Opportunity for book sales reps in trade and education, excellent opportunities for film and movie producers for access to appealing stories, investment opportunities in a high quality educational software company with product and much growth potential.

Contact

Clyde Rose, President
100 Water Street, PO Box 2188
St. John's, Newfoundland
and Labrador
Canada A1C 6E6
Tel: (709) 722-6680
Toll free: 1-800-563-3333
Fax: (709) 753-0708
E-mail: info@breakwater.nf.net
www.breakwater.nf.net



Cabot Caprine Co-operative Society Ltd. – Lands End Farms

Business Profile

Cabot Caprine Co-operative Society Ltd. of Bonavista, Newfoundland and Labrador, is very proud of their Lands End Farms brand of goat cheese products. The Lands End Farms products meet and exceed the quality that is desired from both the industry and the end consumer. Quality standards start at the barn level and continue through the production phase, ensuring that consumers receive the delicious Lands End Farms products they expect. Traditional care and emphasis is always maintained during the production of the products. Only grade 'A' goat milk is used from the coop farmers; and with tender loving care from our cheesemaster, the end

result is a line of goat cheese that will please a global marketplace. The Lands End Farms label represents culture, patience, tradition and quality – everything you've come to expect.

Products and Services

Variety of soft goat cheese products (Chevre). Both consumer and food-service size.

Mission Objectives and Opportunities

To make the delicious Lands End Farms products available to consumers in Canada and the United States who desire the taste of quality.

Contact

Andrew Goldsworthy,
Marketing and Sales Manager
PO Box 1353
Bonavista, Newfoundland
and Labrador
Canada A0C 1B0
Tel: (709) 468-1221
Fax: (709) 468-1114
E-mail:
agoldsworthy7@hotmail.com
(marketing)
E-mail:
stan.hussey@nf.sympatico.ca
(production)





Trade Mission Business Profiles

Entertainment Unlimited

Business Profile

Entertainment Unlimited is Newfoundland's largest artist booking and management agency. Based in St. John's, the company is proud to represent some of the best artists in the industry. With a roster that includes everything from children's entertainers to comedians, and bands from diverse musical genres such as traditional, folk, rock and alternative, there is something for every event. The agency also manages *The Punters*, a folk/rock group which has had considerable success in Canada

and is about to release its third CD for Loggerhead/Universal.

Products and Services

Entertainment management and booking.

Mission Objectives and Opportunities

To secure performance opportunities in New England for the Newfoundland artists on our roster and to partner with a New England record label on the US release of *The Punters* new CD *Will you Wait*.

Contact

Peter MacKenzie, President
PO Box 154, Station "C"
St. John's, Newfoundland
and Labrador
Canada A1C 5J2
Tel: (709) 747-7383
Fax: (709) 747-7388
E-mail: pmac@eu.nf.ca



Islander Fibreglass

Business Profile

Islander Fibreglass is located in the central Newfoundland community of Bishop's Falls. Its newly renovated 14,000 square foot facility provides for state-of-the-art fibreglass production. In-floor heating, down draft ventilation and filtration ensure both temperature and humidity control as well as an environmentally friendly workplace. At present, products include truck caps, commercial utility caps, small-scale pleasure craft as well as major parts and components for motor homes. However, our capacity to build molds translates into unlimited customizing capabilities.

Products and Services

Manufacturer of fibreglass products, including commercial utility body (cap) for pickup trucks.

Mission Objectives and Opportunities

To contact utility companies to show our product, take orders and fill contracts with the delivery of our commercial utility bodies. Besides utility companies, Islander is interested in the oil/gas sector, municipalities and electrical and cable companies.

Contact

Patrick Squires,
Owner/General Manager
2 Cobbs Lane, PO Box 309
Bishop's Falls, Newfoundland
and Labrador
Canada A0H 1C0
Tel: (709) 258-6140
Fax: (709) 258-7248
E-mail: islander@nf.sympatico.ca
www.islanderrv.com





Newfoundland and Labrador

Media Touch Technologies

Business Profile

Media Touch Technologies is an award winning new media software development group organized around two divisions, a Client Services Division for IT consulting, and an Educational Publishing Division. Established in 1993, the company is based in St. John's, Newfoundland and Labrador with a core team of 12 employees and an extensive business network of affiliates, partnerships and contractual staff.

The Client Services Division provides a range of services to large public and private-sector organizations in government,

education, information technology and the oil industry. Services include Web site and Internet application development, database development, new media production services and training software. The Publishing Division produces courses, learning management tools and curriculum-specific resource materials for the K-12 sector.

Products and Services

- PIPER (Planning Individualized Programs with Educational Resources)
- Admin Easy
- Cabot (Discovery of a New Land)
- Invent This

Contact

Diane Hollett, President
140 Water Street
St. John's, Newfoundland and Labrador
Canada A1C 6H6
Tel: (709) 753-8252
Fax: (709) 753-8262
E-mail: dhollett@mediatouch.com
www.mediatouch.com



Newfoundland Aggregates (1991) Ltd.

Business Profile

Newfoundland Aggregates Ltd. (N.A.L.) has been producing premium quality construction industry aggregates for the concrete and road-building industry since 1991. Using a fluvial glacier source of natural sands and a top-grade granite stone, N.A.L. has managed to penetrate the New York and New Jersey marketplaces. The quality product we produce made this possible.

Products and Services

Current product offerings include the following grades of aggregate; custom formulations are also available.

- CSA concrete sand

- ASTM C-33 Standard, United States spec concrete sand
- 3/4", granite stone – broken face
- 3/4", granite stone – rounded natural
- 3/8", granite stone fractured
- Magnetite (lodestone) for heavy concrete applications

Mission Objectives and Opportunities

To secure a strong business relationship with a company, or companies, that have the ability to receive and distribute our products in their given market areas. We seek long-term contracts and have the necessary reserves of material to ensure continuity of supply. The ideal partner for this effort would be established end users that have the ability to

market above and beyond their own production requirements. The opportunity to have a guaranteed material supply anywhere on the Eastern Seaboard would be a definite asset in this market.

Contact

Dave Callahan, Vice-President, International Sales and Marketing
160 Main Street
St. George's, Newfoundland and Labrador
Canada A0N 1Z0
Tel: (709) 647-3500 or (709) 647-3781
Cell: (709) 649-7075
Fax: (709) 647-3487
E-mail: dave.callahan@nf.sympatico.ca



Trade Mission Business Profiles

Northstar Technical Inc.

Business Profile

Northstar Technical Inc. is a high technology development and manufacturing company with two main business activities, underwater communications systems and contract manufacturing. The company's objectives are to become a leader in marine electronics, and a major contract manufacturer.

Northstar has developed a core technology for underwater communications that has applications in the offshore oil and gas, defense, marine transportation, oceanographic, environmental and fishing industries. The company's first commercial application was the NETMIND™ Trawl Management System, which is used extensively in the world's commercial fishing industry.

Products and Services

The NETMIND™ Trawl Management System monitors the performance of a fishing trawl while it is being towed, and is considered a conservation and efficiency tool. It consists of a group of wireless electronic sensors that transmit measurements from the net through the water to a receiver on the ship. The information is displayed on a computer screen and allows the captain to monitor what is happening with the net. The captain then knows how to adjust the height and width of the net opening, how much fish is in the opening and when the net is full and ready to be pulled in. Fishers frequently call NETMIND™ their "eyes beneath the sea."

Mission Objectives and Opportunities

To expand Northstar's markets for NETMIND™ through the establishment of dealerships (ie. distributors and/or service centres in the New England area) and to maximize the company's exposure in the marketplace through advertising in local marine-related publications.

Contact

**Don Vokey, Manager,
Marketing/Sales**
687 Water Street, PO Box 37052
St. John's, Newfoundland
and Labrador, Canada A1E 1C2
Tel: (709) 738-6440
Fax: (709) 738-6443
E-mail: sales@northstar-technical.com
www.northstar-technical.com



True North Springs Limited

Business Profile

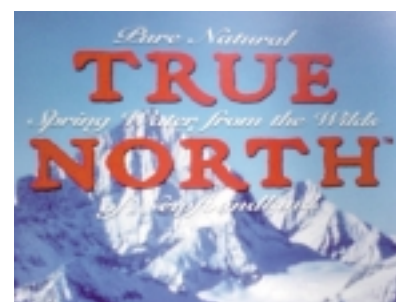
True North Springs is located in the "wilds" of Newfoundland, Canada's most northern province. We produce one of the highest quality spring waters in the world, drawn from a glacial spring, which cold filters our water for 50 miles underground through glacial sands and gravels. Our unique "icicle" design bottle is an instant hit with consumers and drives sales. We bottle in all sizes.

Mission Objectives and Opportunities

To develop a working relationship with a food service broker and/or distributor.

Contact

Kevin R. Bussey, President
PO Box 979
Bay Roberts, Newfoundland
and Labrador
Canada A0A 1G0
Tel: (709) 738-8783
Toll free: 1-877-377-8783
Fax: (709) 738-8784
E-mail:
truenorthsprings@netscape.net



Products and Services

Premium natural spring water.



Newfoundland and Labrador

Rodrigues Winery

Business Profile

Rodrigues Winery, Newfoundland's first and largest winery, produces eight Exotique Wines vinted from hand-picked wild berries and fruit. These wines are exported to four Canadian provinces, Japan and the United States, and represent the best expression of the natural fruit grown in a truly pollution-free environment of clean soil, clean air and clean water. The winery has been certified as Kosher in both Canada and the United States and will also be approved for Passover by 2001. Capable of producing 24,000 cases per year, the winery maintains the highest production quality standards and is applying

for ISO 9002 international accreditation.

Products and Services

Exotique Wild Blueberry
Exotique Wild Blueberry – Dry
Exotique Wild Lingonberry (Partridgeberry)
Exotique Wild Barrens Blend
Exotique Wild Cloudberry (Bakeapple)
Exotique Strawberry
Exotique Raspberry
Exotique Plum

Mission Objectives and Opportunities

To profile the Rodrigues Winery name and introduce the Exotique

Wild berry and fruit wines to the New England retail and restaurant markets.

Contact

Larry Stephan,
Director of Marketing
41 Bank Road
Eastport, Newfoundland
and Labrador
Canada AOG 1Z0
Tel: (709) 677-2979
Fax: (709) 677-2979
E-mail:
stephan@rodrigueswinery.com
www.rodrigueswinery.com



Uiversal Helicopters Newfoundland Ltd.

Business Profile

Universal Helicopters Newfoundland Ltd. (UHNL) was established in 1963 and is a 100-percent, locally-owned company based in Newfoundland and Labrador, with five permanent bases located throughout the province. UHNL has been providing general and specialized helicopter support to private business sectors and governments locally and throughout Canada for the past 37 years. Our company also holds an International Operating Certificate and has completed several contracts outside the country.

Mission Objectives and Opportunities

To introduce our new company, Universal Helicopters (USA) Ltd., to the marketplace and become familiar with business procedures in the eastern United States.

Contact

Roger Simms,
Director of Marketing
PO Box 161
Pasadena, Newfoundland
and Labrador
Canada A0L 1K0
Tel: (709) 686-2821
Fax: (709) 686-2666
E-mail: rsimms@uhnl.nf.ca



Product and Services

To provide charter and specialized helicopter support services.

Tourism Atlantic Invites You to Experience the Adventure.



Watch for migrating seabirds from the famous red sandstone cliffs of Prince Edward Island.



Nova Scotia's Cabot Trail, one of North America's most scenic drives. Large Image: Walk on the ocean floor on New Brunswick's Bay of Fundy - One of the Marine Wonders of the World.



Meet the humpbacks of Notre Dame off Newfoundland & Labrador's coast.

Who Says You Can't Change the World?

Come discover a world that changes literally every day. Touch giant seasculptures shaped by the twice-

daily forces of the world's highest tides. Sail out to the spot where humpback whales and icebergs cross paths. Relive the past at some of North America's most important historic sites, including the seaside fortress Louis XV called the "Jewel of the New World."



New Brunswick · Newfoundland and Labrador · Nova Scotia · Prince Edward Island



Nova Scotia



The Honourable John F. Hamm
Premier of Nova Scotia

(902) 424-6600
premier@gov.ns.ca

Exports signify growth and Nova Scotia and New England are growing together. Almost 20 percent of all Nova Scotia exports are destined for New England. Through Nova Scotia-led missions, and joint trade missions like this one, we're doing our best to grow that number even higher.

This trade mission is about building lasting partnerships. The people of Nova Scotia and New England have always worked together as friends and business partners. The 21st century will see our trade relationship strengthened – to our mutual benefit. The 10 Nova Scotia companies on this mission are eager to do business with you. They have achieved success at home and are now interested in the most logical location for exporting Nova Scotia goods and services.

The Team Canada Atlantic Trade Mission offers the opportunity for personal contact and for repeat business. I sincerely hope you take advantage of this opportunity to grow your business with us.





Nova Scotia: No Borders to Business

For Nova Scotia and New England, there is no better time to do business together than right now. Our trading history is as long as our friendship. The Atlantic Premiers' trade mission is just one more way we're updating our trade relationship.

The Nova Scotia Government has made New England its trade priority. For several years now, Nova Scotia has targeted New England as our most favored trading partner. This is a successful partnership, as more and more companies throughout New England recognize the value in doing business with Nova Scotia companies. Our relationships are well-established and still growing. A new century of economic cooperation between the Commonwealth of Massachusetts and the Province of Nova Scotia was officially launched in Boston earlier this year by Nova Scotia Premier John Hamm and Massachusetts Governor Paul Cellucci. At the inaugural meeting of the Business Advisory Council to Massachusetts and Nova Scotia, Governor Cellucci and Premier Hamm challenged the private sector in each jurisdiction to collaborate in developing products and services that can be jointly marketed to the rest of the world.

Our trade and investment relationship is further strengthened by the presence of the Office of Nova Scotia in New England. Our Boston office introduces Nova Scotia companies to the New England marketplace and encourages US investment in the province. Nova Scotia is the only Canadian province dedicating a full-time office to seeking business opportunities for both regions.

Nova Scotia's economy is diversified and growing.

A new industry is propelling Nova Scotia toward becoming one of the country's most important energy players. Natural gas from the Sable Offshore Energy Project first flowed into the pipeline on New Year's Eve. New England consumers are the first to receive natural gas from offshore Nova Scotia, while Nova Scotia customers will be hooked up to the pipeline later this year. The new gas discoveries are the driving force behind an exciting new industry for Nova Scotia.

"Natural gas creates jobs in our province, contributes money to our economy, increases revenues for the government and broadens energy choices for us all," says Premier John Hamm. Next year exploration will pick up as Sempra Gas starts building its distribution system and as planning for the next stage of development off Sable Island gets underway. Close to \$900 million in exploration activity by multinational petroleum companies demonstrates that the oil and gas sector is now a permanent fixture of the province's economy.

Nova Scotia's economy is competitive. We offer an available, well-educated and highly skilled workforce, with low business costs.

This trade mission can generate business for companies on both sides of the border. New England firms can dramatically cut costs by partnering with a Nova Scotia company or buying goods and services offered by companies like those participating on this mission. Nova Scotia companies recognize the value in working with their New England neighbors.

Such partnerships give you the opportunity to out-source, allowing you to meet staffing needs at a

lower cost. You may even find that your best option is to open an office in Nova Scotia, as have Keane, Inc., with its software application development center, and Staples, with its call center.

In Nova Scotia, as in New England, we're actively, and successfully, reshaping our economy. Just take a look at the companies profiled in this booklet. They represent the diversity that is the Nova Scotia business community today. They represent growth – and a future forged together.

Contact us at
1-800-260-Nova (6682)
and visit us at
www.novascotiabusiness.com
www.gov.ns.ca

For more information, contact:

Don Robertson

Director of Investment
and Trade
Nova Scotia Economic
Development
PO Box 519
Halifax, Nova Scotia
Canada B3J 2R7
Tel: (902) 424-4211
Fax: (902) 424-5739
E-mail:
droberts@gov.ns.ca





Nova Scotia

Alchemy: The Business Incubator

Business Profile

By 2003, Alchemy, as a virtual business incubator, will have built a global community of communities comprised of small and medium size enterprises that are leading the market in their business growth, their e-business savvy, and their contribution to one another's prosperity. These unique and vibrant people (Alchemy members) will be leaders in both their physical and virtual worlds through their development of the e-business marketplace, their organization, their families and themselves.

Products and Services

The Virtual Incubator, offering on-line tools including: dynamic

scheduling, call center remote management for e-business applications, e-business strategies and implementation; as well as on-line delivery of core services, such as accounting, bookkeeping, legal, printing, personal growth and Custom Enterprise Hubs.

Partnership Objectives and Opportunities

To identify an Application Services Provider (ASP) for hosting Alchemy's Virtual Incubation Hub; to target physical incubators who may be interested in our virtual hub capabilities; to identify potential partners/customers for our Virtual Enterprise E-Business Hubs.

Contact

Lesley Southwick-Trask,
President and CEO
Trish Bishop, Vice-President, COO
1326 Barrington Street
Halifax, Nova Scotia
Canada B3J 1Z1
Tel: (902) 429-6600
Fax: (902) 423-1528
E-mail: info@alchemybusiness.com
www.alchemybusiness.com



Caduceus Health Care Ltd.

Business Profile

Caduceus Health Care Ltd. specializes in homecare applications, employing a call centre facility to deliver an array of health care services. The centre is staffed by nurses and is a Tele-clinic. Most of the technology is video-conference based, and allows for interactive consultations. Caduceus also provides patient based medical education services.

Products and Services

Telemedicine – devices, services and consulting

Mission Objectives and Opportunities

To introduce our products and services to HMOs, insurance

companies, hospitals and nursing organizations.

Contact

Barry Martin,
President and CEO
1721 Lower Water Street,
Suite 429
Halifax, Nova Scotia
Canada B3J 1S5
Tel: (902) 425-5054
Toll free: 1-877-425-5054
Fax: (902) 421-5632
E-mail:
barrym@caduceus-healthcare.com
www.caduceus-healthcare.com





Trade Mission Business Profiles

Clare Organic Products Ltd.

Business Profile

Clare Organic Products is a private Canadian company, providing quality horticultural growing mixes and soil amendments, specializing in Canadian sphagnum peat moss and Atlantic cold-water seaweed mixes. Each batch is screened and blended to ensure consistency; and a computerized facility provides reliable, state-of-the-art packaging. Our products meet organic and environmental sustainability certification standards, and we sell to conventional farmers for organic transition.

Products and Services

Soil and peat moss organic bagged products; custom and private label mixes and packaging.

Mission Objectives and Opportunities

Sales contracts for the 2001 growing season; seeking agents, distributors and strategic partners for New England.

Contact

Gerald Thimot, Owner/Manager,
President
RR1, PO Box 174-A
Saulnierville, Nova Scotia
Canada B0W 2Z0
Tel: (902) 645-2773
Fax: (902) 645-2861
E-mail: thimot@clareorganics.com
www.clareorganics.com



Gaski Boats International

Business Profile

The G'aski boat has been developed in close, constant consultation with professional fishermen and represents the most advanced concept in safe and successful fishing. A breakthrough in stabilizer technology and a special hull design make the G'aski one of the most trusty vessels of its kind for fishing and on-board handling. Gaski Boats is proud to offer customers a "customized for you" deep V hull for sport fishing and pleasure-core construction is available.

Products and Services

The G'aski 30', 32' and 36' fishing boats; 39' charter boats; the "average man" pleasure boat.

Mission Objectives and Opportunities

To create awareness of Gaski technology and capabilities; to develop relationships and possible partners in the New England market.

Contact

Norm Hanley, Marketing
and Strategies Manager
10 Wright Avenue
Dartmouth, Nova Scotia
Canada B3A 1H9
Tel: (902) 465-4060
Fax: (902) 465-3004
E-mail: gaski@supercity.ns.ca
www.gaskiboats.ns.ca





Nova Scotia



W. Mason & Sons Ltd.

Business Profile

J.W. Mason & Sons Ltd. grows and packs apples and produces apple ciders, with over 400 acres of apples in production. Mason's also acts as a produce supply channel for many other fruit and vegetable producers in Nova Scotia, and markets to Atlantic Canada. Mason's Own SELECT Fleet guarantees fast transit of fresh Valley fruits to the USA and Canada-wide markets.

Products and Services

Fresh apples and apple cider.

Mission Objectives and Opportunities

Sales to wholesale and retail companies and chains.

Contact

Stephen Wells, President
RR1, Windsor, Nova Scotia
Canada B0N 2T0
Tel: (902) 798-3689
Fax: (902) 798-0982
E-mail: steve@jwmason.ns.ca
www.medianet.ca/mason/index.htm



y-Tech Design Ltd.

Business Profile

Ny-Tech Design Ltd. is an award-winning, Canadian, custom-design bag manufacturer specializing in quality sports bags, cooler bags, briefcases, tote bags and many other fine products. Our team takes great pride in producing top-quality products from the best materials available and providing exceptional customer service. We can prepare custom designs; and everything we offer can be customized with color, accessories and sizes to meet your special requirements.

Products and Services

Custom design bags in many styles and materials.

Mission Objectives and Opportunities

Develop awareness of Ny-Tech's capabilities in the New England market; establish new distributors.

Contact

Roger Bastarache,
V.P. Marketing and Sales
253 Industrial Avenue,
PO Box 1462
Truro, Nova Scotia
Canada B2N 5V2
Tel: (902) 897-0977
Fax: (902) 897-0669
E-mail: roger@nytechdesign.com
www.ny-techdesign.com





Trade Mission Business Profiles

Pernix Technology Limited

Business Profile

Pernix Technology Limited is an engineering design company specializing in product development for testing and measurement and for manufacturing automation. Primary application area is marine instrumentation, specifically underwater acoustics.

Products and Services

LabVIEW software development service, mechanical design engineering service using SolidWORKS 3-D modeling software, test and calibration system development for underwater acoustic transducers.

Mission Objectives and Opportunities

Develop new clients and business relationships in New England market.

Contact

Ron Cunningham, President
One Research Drive
Dartmouth, Nova Scotia
Canada B2Y 4M9
Tel: (902) 466-9997
Fax: (902) 466-6889
E-mail: ronc@pernix.com
www.pernix.com

Proudfoots Wildbird Products Inc

Business Profile

Proudfoots Wildbird Products Inc. is a manufacturer, processor and packager of wild bird food products. We have developed new and innovative methods of presenting this product line at the retail level. Our company is the dominant supplier of these products in Atlantic Canada.

Products and Services

Nature's Trail wild bird food, Save-a-Tree bird feeders and related products.

Mission Objectives and Opportunities

To follow up with previous contacts; to introduce new product line; to establish a major new distributor or broker in New England.

Contact

Frank Proudfoot, President
Jim Proudfoot, President,
Proudfoots Inc.
260 Westville Road
New Glasgow, Nova Scotia
Canada B3H 2J5
Tel: (902) 755-5471
Cell: (902) 928-7113
Fax: (902) 755-1763
E-mail: frank@proudfoots.ns.ca
E-mail: jim@proudfoots.ns.ca



Nova Scotia

R.H. Davis & Company Ltd., Bonda Division

Business Profile

Bonda Textiles is the original and only licenced manufacturer of Nova Scotia Tartan and is one of the few Canadian manufacturers of Scottish apparel. We market a complete collection of up-market goods for specialty gift shops and bed/bath/linen shops in North America. Our line includes Tartan apparel, made-in-Nova Scotia mohair products and made-in-UK lambs wool, cashmere/lambs wool and cashmere products.

cashmere/lambs wool and cashmere scarves, throws and serapes; Scottish Tartan ladies' and children's apparel; tartan accessories.

Mission Objectives and Opportunities

To develop new contacts in the specialty gift market; to engage a sales representative for New England; to promote the new Nova Scotia Mohair™ line.

Contact

John D. Clulee, President
Jean W. Clulee, Vice President
361 Main Street
Yarmouth, Nova Scotia
Canada B5A 1E7
Tel: (902) 742-3557 Ext. 26
Fax: (902) 742-9600
E-mail: rhdavis@klis.com

Products and Services

Mohair throws, stoles, knee rugs, pillows, serapes; lambs wool,



R.H. DAVIS & CO. LTD

A Family Owned and Operated Business Since 1897
BONDA TARTAN APPAREL & MOHAIR

Trail Blazer Outdoor Quality Products

Business Profile

Trail Blazer is a family owned, Canadian-based manufacturer of outdoor quality products marketed in more than 20 countries throughout the world. One of our most successful products is the Take-Down Buck Saw, a lightweight collapsible buck saw with a Swedish steel wood blade capable of cutting through a 1.5" log. Trail Blazer's popularity has continued to skyrocket with the introduction of a line of other products. Trail Blazer offers custom laser engraving for identification of your company or organization.

Products and Services

Take-Down Buck Saw, Xtend-A-Saw, Xtend-A-Blade, Xtend-A-Pruner, Locking Xtend-A-Poles.

Mission Objectives and Opportunities

Sales to retail outlets, agents and distributors including lawn and garden and paint dealers.

Contact

Shawn Levangie,
V.P. Operations and Sales
100 Ilsley Avenue, Unit G
Dartmouth, Nova Scotia
Canada B3B 1L3
Tel: (902) 481-0267
Toll free: 1-800-565-6564
Fax: (902) 455-4030
E-mail:
shawn@trailblazerproducts.com
www.trailblazerproducts.com



Message from the Hon. Perrin Beatty



**Alliance of
Manufacturers
Exporters
Canada**

The Alliance of Manufacturers & Exporters Canada is pleased to be part of the Team Atlantic Canada trade mission to New England.

For Canada, and our Atlantic provinces in particular, international trade has always been a way of life. Our resources are backed by a highly skilled and well trained workforce from which we have been able to develop a strong entrepreneurial base. We have become world leaders in the development of biomedical, transportation, communications and electronic technology as well as the traditional areas of agriculture, forestry and fishery.

International market opportunities have allowed our Atlantic provinces to expand internationally. Today 65% of the total value of Canada's industrial output is exported, largely to the United States. Our products and services are known for their diversity, quality, and dependability.

We welcome the opportunity of meeting our American neighbors and look forward to building linkages and partnerships.

Perrin Beatty

President & CEO

Alliance of Manufacturers & Exporters Canada



The Alliance Of Manufacturers and Exporters Canada has four offices across Atlantic Canada

New Brunswick

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Prince Edward Island



The Honourable Pat Binns
Premier of Prince Edward Island

(902) 368-4400
pgbinns@gov.pe.ca

The Prince Edward Island economy thrives through trade. From its earliest days, the Island was a supplier of products to other regions, both in Canada and the US. The importance of trade has increased ever since, and we are constantly looking for innovative ways of reaching new and expanding markets.

Since the implementation of the Free Trade Agreement, Prince Edward Island's international trade has grown faster than that of any other part of Canada. The opening of the Confederation Bridge has also contributed to this growth, creating a more efficient and reliable way of distributing products.

We believe that commercial partnerships developed with our New England neighbours are among our most important. These relationships have stood the test of time, and new ones will be equally beneficial.


Many Island businesses are focused on exporting right from day one. Islanders take extra pride in developing products and services that meet global standards. We know that in order to compete in the global marketplace, we must be committed to meeting and maintaining the highest quality products and services.

As a member of the Team Canada Atlantic Trade Mission to New England, the PEI delegation looks forward to developing long-lasting relationships with our neighbours south of the border. The 10 Island companies participating come from a variety of sectors, and will create a business relationship that's right for you.





Prince Edward Island: Exporting Quality and Expertise Around the World

 In Prince Edward Island, exporting is a part of every day life. The province has been shipping goods off the Island for over two centuries; and throughout that time, government and industry have worked together aggressively to discover new methods of linking up with outside markets.

Exports from the province have doubled in the past five years. Now, close to 200 companies export their products or services from Prince Edward Island. A major contributor to this increase was the opening of the Confederation Bridge. The 13-kilometre bridge connects the province to the rest of the country, improving the distribution of products to and from the Island. This link is permanent and provides access year round.

Over the years, New England has proven to be a lucrative market for Prince Edward Island. As a result of last year's successful Team Atlantic Trade Mission to New England, Prince Edward Island has developed a program specifically targeted to the New England area. The New England Export Program has initiated a number of trade missions to the area, matching Island businesses in a variety of sectors to companies with identifiable and compatible business needs.

Last year's mission was a great success. Our trade has continued to grow with New England, showing that we're in business for the long haul. We want to develop more partnerships so that we can continue to build on the opportunities we've established with New England businesses, fostering new relationships and building upon old ones.

Prince Edward Island companies have a long tradition of shipping goods to New England, ranging from primary products to the more

technologically advanced. As a province, we will continue to build on our success in exporting traditional agricultural and fisheries products, as well as introducing new manufactured and technology based products and services.

A province-wide, high-speed broadband network has opened the door to a world of possibilities in the information technology and telecommunications industry.

Our capital city, Charlottetown, has been ranked among the best business sites in North America in the KPMG study, *The Competitive Alternative: A Comparison of Business Costs in North America, Europe and the United States*.

A recent *Globe & Mail Report on Business* ranking of economic growth in Canada placed Prince Edward Island second overall among the 10 Canadian provinces. The ranking was based on seven economic indicators, of which Prince Edward Island led in three of the categories.

Prince Edward Island has significant experience in exporting around the world. The province currently distributes products and services to Japan, Latin America, Western Europe and all over North America. With this experience comes an in-depth knowledge of export markets and an understanding of diverse business needs.

The companies participating on the Team Canada Atlantic Trade Mission range in expertise from information technology and value-added food processing, to companies manufacturing industrial and consumer products. These businesses demonstrate the diversity that Prince Edward Island has to offer.

While agriculture, tourism and the fishery remain our province's three

primary sectors, non-traditional areas, such as aerospace, are gaining momentum, taking centre stage in our province's export arena. By bridging tradition with technology, Prince Edward Island is producing quality products and services, and has developed efficiencies in production and distribution that are second to none.

Significant time, resources and planning have been allocated to improve our relationships with New England; and we look forward to broadening our network to include more New England business. New England is a special place, and Prince Edward Island will continue to establish new links with its ever growing business community.

We look forward to the new partnerships that will be formed during this mission and the future opportunities to grow and prosper together.

Contact us at
1-800-563-3734
and visit us at
www.peibusinessdevelopment.com

For more information, contact:

Steve Murray

Director, Trade and Export
Development
Prince Edward Island Business
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Prince Edward Island



Amalgamated Dairies Limited

Business Profile

Amalgamated Dairies Limited (ADL) is a farmer-owned, cooperative-style association formed in 1953. The company manufactures numerous product lines including: cheese, ice cream, fluid milk, creamery butter, whey butter, cream, evaporated milk and sweetened condensed milk. Amalgamated Dairies Limited has marketed products throughout Canada and other countries under the ADL label, as well as private label.

Products and Services

Various kinds of cheese including; Brick, Mild Cheddar, Medium Cheddar, Old Cheddar, Extra Old Cheddar, Marble Cheddar, Lite Cheddar, Shredded Cheddar, Colby, Farmers, Mozzarella, Shredded Mozzarella, Parmesan, Monterey Jack and Skim for further process.

Mission Objectives and Opportunities

Establish a direct relationship with cheese wholesalers/importers and representatives.

Contact

Ron Dehmel, Director of Sales and Marketing
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Summerside, Prince Edward Island
Canada C1N 1A6
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Cardinal Manufacturing Inc.

Business Profile

Cardinal Manufacturing Inc. is a producer of products for the hospitality, lodging and food processing industries. The company developed and patented a unique urethane-based fabric that together with the product design offers substantial cost savings to end-users. Cardinal Manufacturing Inc. has already tapped into the high-end hotel chains in the United States and has received a stamp of approval for its shower curtains from the Golden Nugget Hotel in Las Vegas.

Products and Services

Shower curtains and food processing aprons.

Mission Objectives and Opportunities

Cardinal Manufacturing Inc. is seeking to increase sales through the development of new distributorship agreements and direct sales to major hotel chains and retailers.

Contact

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E-mail: cardinal.inc@pei.sympatico.ca





Trade Mission Business Profiles

B. Welding Inc.

Business Profile

With a 6,000 square-foot plant, new equipment and a five-ton overhead crane, F.B. Welding Inc. specializes in the custom design and fabrication of stainless steel, steel and aluminum equipment. The company's flagship product is the Oyster Upwelling System, which is designed to incubate baby oysters to allow them to grow at a faster rate and to reduce the mortality rate. F.B. Welding is currently developing an anchorage system with a patent pending.

Products and Services

Oyster Upwelling System, mooring portage, flotation unit and new anchoring down system for floating marinas and docks. The company will be introducing a remote drill system that has a depth of 200 feet and does not require divers, as well as mussel line anchors that can be drilled into the seabed. F.B. Welding also manufactures aluminum mussel boats, fish conveyor belting systems, and various gear for the lobster, crab, mussel and oyster fishery.

Mission Objectives and Opportunities

To identify potential buyers, representatives and distributors.

Contact

Floyd Burke, President
Tracy Burke, Vice-President
RR4, Souris, Prince Edward Island
Canada COA 2B0
Tel: (902) 687-2147
Fax: (902) 687-4709



F.B. WELDING INC.
Specialize in Design & Fabrication
Stainless, Aluminum, Steel

GeoNet Technologies Inc.

Business Profile

GeoNet Technologies Inc. provides geographic information production and technical consulting services. GeoNet Technologies Inc. is a client-focused company whose clients benefit from the experience and hands-on involvement of the four company's principals: Mike Pearson, Graham Goodwin, Gary Wolfe and John Allen. The company brings a team approach to each and every project, combining the knowledge and expertise with the talents of a highly skilled staff. The company has established a reputation for cost-effective and on-time completion of assignments while exceeding high municipal, provincial and federal standards for quality control.

Since its incorporation in 1994, GeoNet Technologies Inc. has completed projects in most Canadian provinces and territories as well as the United States, Haiti, Peru, Mexico and Russia.

Products and Services

Topographic Mapping, Nautical Charting, Municipal GIS, Coastal Mapping, Orthophoto Mapping, Cadastral Mapping and Geographic Data Structuring.

Mission Objectives and Opportunities

To identify potential partners or subcontracting opportunities with US mapping companies. The company is also interested in generating direct sales.

Contact

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GeoNet Technologies Inc.



Prince Edward Island



Island Control Limited

Business Profile

Designers and manufacturers of industrial and marine switchgear, distribution, automation and control equipment.

Products and Services

Large low voltage switchgear; engine control panels; automation, control systems for fish and food processing; motor control centres; emergency power panels; water and waste treatment control systems; and interface and automatic startup and shut down panels.

Mission Objectives and Opportunities

To setup agents in the New England states to market and distribute our products and to look at possible strategic partners to promote, manufacture and develop markets.

Contact

Eric A. Ellsworth, President
John A. Day, General Manager
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Lou-Mar Mouldings

Business Profile

Lou-Mar Mouldings, a family owned and operated business, manufactures profile wrapped mouldings and wainscotting. Profile wrapped mouldings are specially designed and profiled from medium-density fibre board and wrapped with real wood veneer. This process enables them to design high-quality mouldings for your home, office or commercial building. The mouldings come in many different profiles and wood veneers designed to suit any application. Lou-Mar Mouldings guarantee their products against delamination for 25 years.

Products and Services

Profile wrapped mouldings and wainscotting.

Mission Objectives and Opportunities

To identify potential distributors and representatives with contacts in the Do-it-Yourself and building product industries.

Contact

Lou Gallant, President
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E-mail: lou@lou-mar.pe.ca
www.lou-mar.pe.ca





Trade Mission Business Profiles

Maritime Mattress Inc.

Business Profile

Maritime Mattress Inc. is a manufacturer of high-quality, custom-made mattresses and mattress sets for the hospitality, institutional, residential and retail markets. Maritime Mattress Inc. differentiates itself by supplying quality, custom-made, affordable mattresses with a significant life span of 20 years. The company offers the same quality as other major North American mattress suppliers, yet at a more competitive price.

Products and Services

Traditional spring mattresses, foam filled mattress sets, electric beds and custom manufactured beds (of special sizes) for the antique and Bed & Breakfast markets.

Mission Objectives and Opportunities

To identify potential buyers, representatives and distributors.

Contact

Wilfred Arsenault, President
Daniel Gosse, Sales and Marketing Manager
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Seaman's Beverages Limited

Business Profile

Seaman's Beverages of Prince Edward Island has been crafting premium soft drinks since 1939, using authentic family recipes passed down for generations. They prepare their classic flavours the olde fashioned way – in small batches and glass bottles. They pay close personal attention to quality using only the finest ingredients such as pure sugar cane, real fruit pulp and Island spring water. Seaman's Classic Flavours are one of the highest quality, most refreshing lines of sodas in the world.

Products and Services

Premium soft drinks
Private label beverages

Mission Objectives and Opportunities

To develop long-term relationships with dynamic companies to develop and manufacture new beverages. To sell our premium soft drinks to distributors and retailers who specialize in upscale beverages.

Contact

Kim Griffin, Director
International Sales and Marketing
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www.seamansbeverages.com





Prince Edward Island



Simscape Development Corporation



Business Profile

Simscape Development Corporation brings over 20 years of combined experience in developing software and multimedia applications. Our expertise in multimedia and software development is realized through a process of determining needs, assessing abilities and creating the right products guaranteed to deliver results. Our team has extensive experience in the fields of high-end graphic design, 3-D modeling, animation, simulation, video and audio production, artificial intelligence, simulations and creative writing.

Products and Services

Simscape's expertise in multimedia lies in Computer Based Training Applications, CD-ROM development, electronic marketing, sales presentations and kiosk displays. We do high-end

graphic design, 3-D modeling and animation, simulations, video and audio production, artificial intelligence, creative writing and project management.

Using the latest Microsoft and Inprise development tools, we are ready to design and implement sophisticated desktop software to exact customer specification. Specializing in analytical and simulation software for the Microsoft Windows™ platform, we can turn a computer into a very powerful decision making tool. With our experience in smart searches, pattern recognition, ASP, CGI and Oracle database technologies, we can create "smart-applications" ranging from on-line customer assistance to advanced company wide tracking and auditing systems.

Mission Objectives and Opportunities

Identify potential representatives, brokers and buyers in the software and multimedia business, specifically in the engineering, education and training fields.

Contact

Scott Ferris, Director of Marketing and Communications

Terry Smith, Multimedia Project Manager-Developer

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Small Fry Snack Foods, Inc.

Business Profile

Small Fry Snack Foods, Inc., is a leading manufacturer and supplier of a full line of potato and corn snacks. The company currently has four of the most modern manufacturing facilities and recently acquired the Humpty Dumpty USA business and distribution rights. Small Fry Snack Foods, Inc. continues to enhance distribution while maintaining market leadership in product innovation, maximizing customer profits and enhancing production efficiency.

Products and Services

Potato and corn snacks including the following: Ringolos, Potato

Sticks, Onion Rings, Cheese Sticks, Party Mix, Ched-a-Corn, Crunchiez, Tortilla Rounds and Triangles, and a wide variety of flavours of Potato Chips – BBQ, Sour Cream'n Onion, Ketchup and much, much more.

Mission Objectives and Opportunities

To provide all markets with high-quality product lines – potato and corn SKU base – to all chain, convenience stores, distributors and brokers.

Contact

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Prince Edward Island





