

Newsletter

ONTARIO ASSOCIATION of TRADING HOUSES

OATH is dedicated to the development and expansion of international trade



December 2000 - January 2001

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Ontario Association of Trading Houses

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Canada Trade Mission to Central Europe September 10-15, 2000

International Trade Minister Pierre Pettigrew led a Canadian trade mission to Central Europe to promote Canada's trade interests and to strengthen bilateral ties in the region. He was accompanied by representatives from more than 55 Canadian companies and organizations doing business in Hungary, the Slovak Republic, the Czech Republic and Slovenia.

"It is important for Canadian entrepreneurs to establish a strong presence in these countries prior to their accession to the European Union," said Minister Pettigrew. "Developing closer links and increasing our trade and investment activity in the region can only benefit both Canada and our Central European partners."

Contracts worth \$8.15 million were signed and many of the 55 participating business delegates said that they expect to make deals worth as much as \$42.3 million in the near future, as a result of the trade mission.

"I am quite satisfied with the results" said Karel Urban, President of OATH who is also President of CANDEX Inc. "All participants had plenty of networking opportunities with the business representatives in the countries visited."

MEETING WITH A NEW CLIENT? WE CAN HELP!

Trading houses sometimes experience difficulty when meeting new clients. Manufacturing companies are often not aware of the value of trading houses to the Canadian economy, or the fact that governments respect and support the roles we play in helping companies to achieve export sales. At OATH, we have developed a marketing package that will help you overcome this initial resistance. It was developed in co-operation with different branches of the federal and provincial governments and includes the following:

- ? **Newsletter from the Ministry of Northern Development & Mines**, highlighting the value of trading houses.
- ? **OATH brochure** describing what OATH is, the benefits of membership and the services provided.
- ? **List of our trading partners** in the federal and provincial governments and the events we have developed together.
- ? An **application for membership** at OATH.

AT NO COST TO MEMBERS!

Contact us to join and you will be sent this package

OATH HISTORY & PARTNERS

OATH history goes back to 1984 to the task force on trading houses developed by the Federal Government. The government recognized the need to learn more about this important industry segment.

From this task force, the Council of Canadian Trading Houses was formed. Ontario has historically relied on national associations to represent it, much to the detriment of its local members. Today, OATH aims to rectify this historical imbalance by enabling Ontario trading houses to have their voice heard in both the provincial and federal governments.

A national network

At the national level, OATH has formed strategic alliances with

major trade associations in order to increase contacts for members with new trade partners, including Ontario Exports Inc., the lead trade agency of the Government of Ontario and TradeLink Toronto at the National Trade Center.

An international network

OATH members also benefit from the Association's close ties with Industry Canada's International Trade Centers, Canadian embassies and consulates, Ontario Exports Inc. as well as other Trading House associations around the world.

Join OATH

There are many advantages to joining OATH. The process is simple; the rewards are significant. You can call, fax or fill out a membership form at <http://www.oath.on.ca>.

UPCOMING EVENTS

- ? **FITT Courses**
Forum for International Trade and Training
Contact: Charles Donley
Tel: (416) 263-3508
- ? **Global Traders Awards**
March/April 2001
Ontario Exports Inc.,
Government of Ontario
Contact: Linda McKay
Tel: (416) 325-6842
- ? **Global Business Reception**
May 9, 2001 at TradeLink Toronto
In co-operation with the federal and provincial governments and the Canadian Manufacturers & Exporters
Contact: Ken Campbell
Tel: (416) 325-6515
- ? **Trading House Expo**
Hamilton
September 18, 2001
OATH In co-operation with Greater Hamilton Exporters Network, MEDT, Regional Office and Ontario Exports.
Contact: Jim Thompson
Tel: (416) 314-8244
- ? **The Practice of International Trading**
Fall 2001
OATH in co-operation with TradeLink Toronto and Canadian Federation of Trading House Associations.
Contact: Karel Urban
Tel: (416) 223-2028
- ? **MIACON 2001**, Miami
November 29 - December 1, 2001
Ontario Exports Inc. and Industry Canada
Contact: Maureen Angus
Tel: (416) 325-9821

TRADING HOUSE EXPO

The first annual Trading House Expo took place at TradeLink Toronto at the National Trade Centre, Exhibition Place on October 5th.

The Expo provided a great opportunity for trading houses and manufacturers to come together and trade valuable information. Exhibiting trading houses demonstrated to the visiting manufacturers their success in exporting Canadian products overseas.

The Expo began with a multi-media presentation on "How Trading Houses Really Work" given by David Archer, President of ATM Export Management. A guidebook, "FASTrack: Guide for Export to Non-Traditional Markets" was provided by Kuehne & Nagel and the Royal Bank.

Thirty manufacturers and fifteen trading houses attended and nine new members joined OATH during this Expo. Sponsors were OATH, Ontario Exports Inc., Toronto Board of Trade, TradeLink Toronto, World Trade Centre, Canadian Manufacturers & Exporters and Centennial College.

Ron Lee, Director of Norland Industries, a trading house stated that "During the Expo, I had the opportunity to meet quite a number of the potential clients and got some valuable business leads. I would encourage anyone interested in international business to check OATH out and join it".

CONSTRUCT CANADA

Construct Canada is Canada's largest annual show dedicated to this industry. Trade Commissioners from the United States, Central and South America, Asia, Europe, Africa and the Middle East are expected to attend. Many of these officers will bring foreign buyers with them from construction-related industries.

To facilitate meetings between Canadian companies and the Trade Commissioners and their delegations, the Department of Foreign Affairs & International Trade, in conjunction with its Team Canada Partners, is holding a wide range of targeted activities.

These include an **International Matchmaking and Networking Forum**, an **Export Café**, a US buyers' luncheon, and an extensive international seminar program.

Construct Canada runs from Nov. 29 to Dec. 1, 2000 in the South Building, Metro Toronto Convention Centre. For further information on this event or the international program, please visit the show's Website at www.constructcanada.com

Reprinted from **CanadExport**,
November 1, 2000



POST CONSTRUCT CANADA

Industry Canada - International Trade Centre - in cooperation with OATH will present a seminar titled *Post Construct Canada Export Options*, featuring Mexico and Latin America.

The theme of the seminar will be "Trading Houses: A Viable Exporting Option" and will take place December 14 from 3:00-5:30 pm in the conference room of Industry Canada's regional office at 151 Yonge St.

This seminar is extremely valuable for small and medium sized manufacturers and firms involved in the development of export strategies. Trading Houses offer a viable and efficient option when exporting to many markets, saving you time and money.

Guest speakers

- ? *Karel Urban*, President of OATH
- ? *David Archer*, OATH Chair for Mexico & Latin America
- ? *Gabriel Parrodi*, Intercambi and OATH Member
- ? *Alan Ballak*, Trade Commissioner for USA & Latin America
- ? *Martin Charney*, Liquid Capital - factoring & finance

Admission \$5. Refreshments and food will be served during the networking session after the seminar. For more information contact Alan Ballak, Industry Canada at (416) 952-4771

OUR MEMBERS WRITE

Traders tips by David Archer

Here is a commonly-held belief that must be debunked.

“We don’t want to sell there, they don’t have any money.”

Average per-capita incomes vary widely in different countries, but there is money to be made in nearly every country. Developing countries, which typically have per-capita GDP levels in the US\$ 500-3,000 range, often also have (rightly or wrongly) a heavy concentration of wealth within relatively few hands. Those people are usually well-connected and have ample financial resources to purchase products or services if they see the right business opportunity. If you can get to these people, then affordability is rarely an issue. Further, in this “people” business, one opportunity often leads to another through the networks that you cultivate, so developing a relationship can result in unforeseen rewards in the future.

David Archer is the General Manager of ATM, a Trading House specialized in Latin America - industrial equipment sector. David can be reached at mail@atmtrade.com

NEW MEMBERS

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