



# **International Business Perspective & Regional Initiatives**

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Trade Northern Ontario

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# Trade Northern Ontario

## Mandate...

- To help small and medium-sized businesses with their international business expansion focussed on trade.

## Goals...

- To increase assist both existing exporters and new exporters in developing new markets and creating more job opportunities as a result of expanded trade activity



# Trade Northern Ontario Northeast Network Locations

**ERIC MAAG**  
Trade Advisor  
Timmins

Venture Centre  
Kirkland Lake  
Nord-Aski, Wakenagun  
North Claybelt

**JAY ASPIN**  
Trade Advisor  
North Bay

Economic Partners  
Nickel Belt  
NECO  
South Temiskaming

**LAURIE HUTCHISON**  
Network Executive Administrator  
Port Sydney

**LARRY LITTLE**  
Trade Advisor  
Sault Ste. Marie

Sault Ste Marie  
Algoma  
Superior East  
Wawa

**KEN PASSMORE**  
Senior Trade Advisor  
Port Sydney

Muskoka  
Parry Sound  
Manitoulin Island



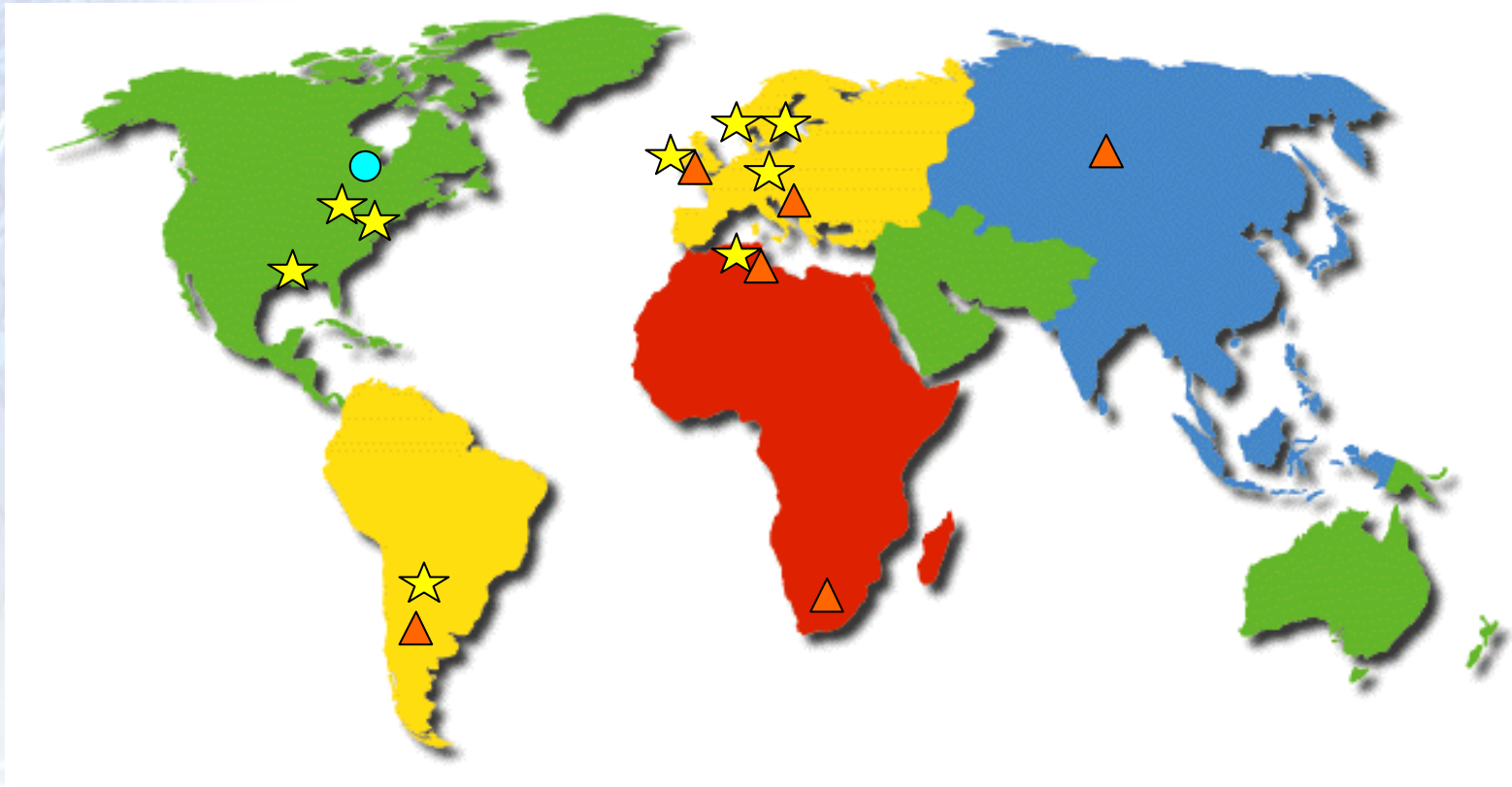
# Background

Our trade network assists Northern Ontario SMEs by...

1. Export Consultation
2. Export Awareness and Education
3. Fostering of International Contacts
4. Organization of Outbound and Inbound Trade Missions
5. Developing international markets
6. In general creating an international business presence for Northern Ontario



# Building bridges globally



★ Outbound Trade visits:

Atlanta, Chicago, Detroit

Chile

Italy, Ireland, Finland, Sweden

▲ Inbound Trade visits:

Chile

Italy, Ireland, Germany, Austria,  
Finland

Russia, South Africa



# Mission to Finland, Sweden, & Denmark June, 2005

- Originally a “value added forestry” mission
- A 30 member education/awareness/business “value added forestry” mission.
- Got the “Biomass Bite” with the exposure to so many great biomass ideas and opportunities
- Over 50 % the recommendations were biomass related
- Reception in Ontario was flat
- Great research - wrong timing



## Austrian Inbound mission – June, 2007

- An inbound mission of 8 companies accompanied by officials from the Austrian Trade Consulate and the Canadian Embassy in Vienna
- Toured North Bay, West Nipissing and Sudbury
- Demonstrated their expertise and experience in the alternate energy field
- Participation of 65 Northern Ontario representatives from the private and public sectors
- Austrian delegates are still talking about the reception organized for them by West Nipissing
- Established the what I term the “AUSTRIA TRADE CONNECTION”



## **Finland Inbound Mission – Sept 2007**

- 5 companies specializing in forestry operations and harvesting technology
- 4 companies specializing in energy production

## **Swedish Trade Commissioner, Feb 2008**

- Environmental Industries – focus on alternative energy in particular district heat



# Austrian Outbound Mission

## Feb 22-27, 2009

- Organized by the Austria Trade Consulate in collaboration with the Canadian Embassy in Vienna
- Participation by 37 participants from Canada
- Participation by a group of 7 from our region including Mayor Joanne Savage from West Nipissing and representation from 3 regional businesses
- Visited key Austria biomass companies, biomass installations and participated in the World Sustainable Days in Wels
- Visited the community of Gussing world reknown for its economic growth while attaining sustainability by the year 2030
- A truly “hands on” educational business mission



## Why are these European Connections are so helpful?

- Generally speaking the leading European countries have sophisticated biomass technology years in advance of North Americans
- Many of these countries are legally committed to Kyoto targets thus very experienced in green projects
- European Union provides incentives for development
- European countries provide sizeable export markets
- European countries seek investment opportunities
- Their sophisticated technology provides many opportunities for technology transfer
- We can learn from their mistakes and they are more than willing to help us avoid the mistakes they have encountered



## Recent events impacting Biomass development in Ontario

- Release of Deloitte's study commissioned by the Ministry of Natural Resources – August 26, 2008
- Ontario Power Generation RFEI announced January 20, 2009 and we are fortunate to have Sandy Drysdale of OPG here to enlighten us on this initiative
- Ministry of Natural Resources RFEI announced January 20, 2009
- Ontario's introduction of the Green Energy and Green Economy Act – February 24, 2009 and of course are delighted to have Marion Fraser as our luncheon speaker to discuss this very important move by the province of Ontario



## Regional Developments

- Since August, 2007 we have had a healthy stream of European companies enter our region in search of business opportunities as a result of mission activity
- Local entrepreneurs are moving forward with their plans – at least 6 groups are formulating plans to build pellet manufacturing facilities
- Examples of two businesses “on the move” are illustrated in today’s session namely -
- Quality Hardwoods with the installation of two biomass boilers to drive their 10 kilns – Peter Van Amelsfoort is here to tell us about this installation
- Ecoflamme Inc. has announced plans to build a 30,000 ton pellet plant. Claude Brisson is also here to tell us about his venture



## Regional Developments (cont'd)

- Nipissing University has a proposal for a project which is being considered by the Ministry of the Environment that could substantially increase the education and awareness of biomass in the region
- A host of companies whose origins are European are entering the region looking for projects.



## Regional Organization

- Last fall we formed a loosely knit working group of people to move the biomass agenda forward
- First key result - the development of this Wood Pellet Forum – obviously a successful start
- The group will provide a focal point to move forward with development of biomass projects in the region.
- During the last event of this conference we will be seeking input and ideas from the conference participants with regard to “next steps” with this process.
- We have strong support from our contacts established in Sweden, Finland and in particular Austria to help us move forward with their knowledge, experience and know-how. Thanks to them we don't have to re-invent the wheel and can leap frog ahead with developments



## Regional Initiatives - Conclusion

Very fortunate to have all the ingredients to become a primary Biomass Region for Ontario

In my opinion, we have the “right stuff”

- The supply of fibre
- The transportation linkages
- The expertise
- The historical sector linkages
- The international connections from Europe

Soooo as Nike says...let's “ just do it !”



**We must all work together on this all of your  
input and ideas are important !**

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**Thank You  
Have a great day !**