

## NMA Trade Advisor Points West

The Western Retail Lumber Association Prairie Showcase Buying Show and Convention is one of the largest shows of its kind in Canada, with 600 booths and over 250 exhibiting companies.

George Kamstra, Trade Advisor for Northwest Midwest Alliance (NMA), attended this year's event on January 17<sup>th</sup> and 18<sup>th</sup>, 2008.

George was accompanied by John Naccarato, President, and John Hakala, Sales and Marketing Manager, of Granite Tops Inc.

Retailers in the lumber and home improvement industry from across Western Canada (including BC, Ontario, Northwest Territories, & Nunavut) make the annual journey to Saskatoon.

It's a buyer's show that features products, old and new, that are targeted for

distribution to the Western Canadian housing market.

The Prairie Showcase offers even more ways than ever for building materials suppliers and retailers to make great deals. It is attended by retailers that carry lumber, building materials, and hard goods in Western Canada.

While at the show, George, John, and John looked at some potential distribution opportunities for Granite Tops Inc. as well as gauged the competition that were exhibiting at the show. They also had the chance to tour some higher end cabinet makers in the area.

George also had the opportunity to meet with distributors on behalf of some of Northwestern Ontario's forest product manufacturers who are in the process of establishing lines of distribution into Western Canada. (continued on page 3)

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## Making Trade Shows Work

Do you want to unravel the mysteries of successful exhibiting and put some pizzazz into your next show? Good booth skills are developed; it takes time, patience, and a sure-fire method. This workshop will improve the effectiveness of everyone who works in the booth.

Barry Siskind, President and Founder of International Training and Management Company (ITMC), is a consultant, speaker, and internationally recognized expert in trade and consumer shows. This event is hosted by the Ministry of Northern Development and Mines.

Barry will be holding a one day seminar on how to make trade shows work for you and your business' advantage on March 17<sup>th</sup>, 2008 in Thunder Bay, ON at the Victoria Inn. If you wish to attend, please contact Heidi-Lynn Friedrich, Trade Administrator at the NMA office, at 807-768-6727 or [info@nmatrade.com](mailto:info@nmatrade.com). For more information, check out our website at [www.nmatrade.com](http://www.nmatrade.com)



## New on the Web [www.nmatrade.com](http://www.nmatrade.com)

NMA's website can be a great resource for anyone interested in finding information regarding exporting. Our website offers a list of our services, current relevant news articles, a list of our regional network and their contact information, links to other export resources and research, a comprehensive list of events and tradeshows in Northwestern Ontario and Northern Midwest United States, maps and distance charts, pictures, and access to NMA presentations and newsletters. If you have any suggestions or comments, please email us at [info@nmatrade.com](mailto:info@nmatrade.com)



## Molecular World Inc. Expands into New Markets

Molecular World Inc. (MWI) is a DNA testing facility located in Thunder Bay, Ontario. It is the only SCC Accredited facility in Canada that specializes and provides services in all three technologies (STR, Y-STR and Mitochondrial DNA) required for Human Identification. They are also accredited by the American Association of Blood Banks (AABB) for parentage testing.

MWI continues expanding their services. In the recent past, they dealt primarily in paternity cases, but as demand grew for other services, they expanded into the forensic field.

NMA spoke with Karl Hummel, Director of Marketing and Assistant General Manager, about MWI's successes and challenges when entering into new markets.

"There is a large demand for timely service for biology and DNA case-work. The challenge is making the proper people aware of MWI and the extensive scientific services we can make available to them." Karl stated.

The company's marketing focus

isn't confined just to our specific region. "As MWI expands its Canadian volume of forensic case work, we would like to put ourselves in a position where we could also help eliminate back logs for forensic testing in the United States, particularly in areas with a close proximity to our location, like the Duluth and Superior areas." continued Karl.

MWI started exporting into the United States when the lab opened up in 2003. They did forensic case work for the Public Defenders Office in Washington, DC and also provided court qualified scientists to give expert testimony in some of those cases.

MWI's lab accreditation process and market strategy were established early and work hand in hand with each other. On the marketing side, Karl feels that it was personal contact with the appropriate people in the United States that was the most important factor.

"Dr Amarjit Chahal set up liaisons in Washington, DC early on. Strategically, the company strived to ensure that MWI would keep up to date by attending scientific meetings and legal education meetings, while expanding personal contacts

along the way. This is still the focus of our marketing strategy today.

**"MWI would like to put ourselves in a position where we could help eliminate the back log of DNA cases in the United States"**

"Dr Chahal did exten-

sive market research and leg work in these early years. As MWI expanded, there was a need to hire myself as the Director of Marketing."

MWI's successes in the US have not occurred without difficulties. "Because we are a Canadian company, we had to look into how the pricing system works in the United States for private DNA labs and to find out where the uncompleted case works are. Also, the rising Canadian dollar is making it more expensive for clients in the United States to send cases our way" Karl said. Presently, MWI do about 10 percent of our business in the United States.





# NMA and Granite Tops Explore Potential Markets Out West

(continued from page 1)

While out West, George had the opportunity to accompany John Hakala on a tour of Swift Current, SK and Lethbridge, AB to look for a potential market in the area for Granite Tops.

George and John met with retail suppliers for Granite Tops in Medicine Hat to discuss the local market and toured a 83 unit high end condominium project that Granite Tops is the primary supplier and installer

for.

George met with Harold Wilson, who is the Executive Director of the Economic Development Alliance of Southeast Alberta (EDA).

The EDA is the hub for regional economic development through collaborative partnerships, stimulating growth and wealth for the region. Their key values are sustainable economic growth, maximizing value of resources,



working collaboratively, and work with region's businesses that are ready for growth.

Harold was formerly the manager of Northern Ontario Development Network (NODN) and continues to be a great supporter and resource person for NMA, NODN, and Northwestern Ontario.

George and Harold discussed some of the directions that Harold's association is working on including his inroads into Montana.

## Upcoming Events

Mar 7-9: Tristate Home & Builders Show (Dubuque, IA)

Mar 12-13: Midwest Builders Show & Conference (Rosemont, IL)

March 14 - 16, 2008: Builders Home & Improvement Show (Saline, MI)

March 14 - 16, 2008: Home Show (St. Cloud, MN)

**March 17, 2008: Making Trade Shows Work (Thunder Bay, ON)**

March 28 - 30, 2008: Forx Builders Association Home Design & Garden Show (Grand Forks, ND)

March 1 - 4, 2008: Sioux Empire Home Show (Sioux Falls, SD)

March 30 - April 1, 2008: Black Hills Home Builders Home Show (Rapid City, SD)

**March 31, 2008: Economic Development Practitioners Conference (Thunder Bay, ON)**

**April 2 - 6, 2008: Arrowhead Home & Builders Show (Duluth, MN)**

April 4 - 6, 2008: Southern Minnesota Home & Builders Show (Mankato, MN)

April 8 - 9, 2008: Northwestern Ontario Mines & Mineral Symposium (Thunder Bay, ON)

April 11 - 13, 2008: Novi Spring Home Improvement Show (Novi, MI)

April 11 - 13, 2008: Lake Home & Cabin Show (Minneapolis, MN)

April 23, 2008: Builders Product & Service Show (Minneapolis, MN)

## Opinions, Idea, Suggestions?

Do you have something you want to comment on? An article in this newsletter or a different media outlet? Maybe your business or organization has an announcement they would like to make. Or maybe there is something you want to see in the next issue. If so, please email us at [info@nmatrade.com](mailto:info@nmatrade.com)



## A Message from the Trade Advisor



Sometimes, we confine ourselves and our businesses within artificial walls. It has been a pleasure over the past year to work with the ownership and management of businesses that are willing to explore new possibilities for business improvements and expansion. Isn't it time to stretch out your tentacles and explore? - George Kamstra, Trade Advisor





## NMA

701 -1184 Roland St  
Thunder Bay, ON  
P7B 5M4

Phone: 807-768-6727  
Fax: 807-768-6630  
E-mail: [info@nmatrade.com](mailto:info@nmatrade.com)  
[www.nmatrade.com](http://www.nmatrade.com)

**We're on the web at  
[www.nmatrade.com](http://www.nmatrade.com)**

### *Community Partners:*

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The Northwest-Midwest Alliance project is a community economic development initiative that researches, develops, and facilitates export and investment opportunities for Northwestern Ontario with a focus on creating long-term sustainable employment and economic opportunities

Our staff is ready to:

Provide mentoring to launch potential exporters into the marketplace

Contribute and assist in the preparation of an export business plan

Deliver concentrated export training sessions to export-ready businesses

Provide guidance/assistance to small businesses who are initializing their first export transactions

Provide networking sessions/opportunities to allow for an exchange of dialogue and information between successful exporters and non-exporters

Create awareness of the NMA and our services through advertising and workshop delivery

## Trade Shows a Rewarding Experience for MWI

(continued from page 2)

With the NMA's assistance, MWI attended a trade show and conference in Brainerd, MN hosted by the Minnesota Family Support and Recovery Council, an organization comprised of the Minnesota's child support and collections professionals. This event helped MWI to set a fee table for their services in the paternity field for Minnesota.

"The experience was very rewarding. It was a good chance to make contacts and answer questions. It was a very large forum, so there were lots of people and lots of possibilities" Karl said.

"Most people were impressed that there was a DNA lab with our capabilities so close to them in Canada.

Realistically, we can do the overload work for these Minnesota counties very easily. Attendance at this type of event helps us develop our prices and helps us determine what the potential for current and future demand for our services is in Minnesota.

"I was very impressed with the liaisons we had with NMA's staff" Karl said. "The Trade Advisor and Trade Administrator were very informative and helpful. It was very much appreciated that NMA and the personnel made themselves available to answer questions and help plan out trip to Brainerd, MN.

"I definitely endorse them to any SME trying to set up a possible work expansion. Give NMA a call; put your proposal to them to see how

they can help you develop into potential markets."

Molecular World Inc. is working to expand its market. The company has strived to hire Lakehead Univer-



sity graduates to work side by side with the internationally recognized management team in a unique and stimulating work environment. The NMA looks forward to working with Dr. Amarjit Chahal and Karl Hummel in the future.