

Minneapolis Consulate General of Canada visits Thunder Bay



From the left, Graham Rush (Consul and Senior Trade Commissioner), Heidi-Lynn Friedrich (NMA Trade Administer), George Kamstra (NMA Trade Advisor), and Murray Hardie (Trade Commissioner). (Story continued on page 4)

Upper Midwest Sector Profiles

The Consulate General of Canada office in Minneapolis, MN has provided NMA with a series of five-paged sector profiles on the most promising sectors for Canadian exporters looking at the US Upper Midwest market. The sectors include Advanced Manufacturing, Agri – Food, Agricultural Technology Equipment, Bio

Health Industries, Building Products, Information Communications Technologies, and Technology Partnering. Each profile contains a lot of information that could be instructive to your company. These profiles can be accessed through NMA's website at <http://www.nmatrade.com/article/upper-midwest-sector-profiles-211.asp>.

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A Message from the Trade Advisor



In a region as expansive as Northwestern Ontario, it is not unusual to find the person with the answer to a question, hundreds of miles away from the source that voiced the concern. It is also not unusual to find that the question and solution meandered through a text altering web of intermediaries that unknowingly altered their content. The net result is that the silver bullet answer is a dud and the werewolf of a problem rears its head even before the next full moon.

The NMA works directly with businesses to access the information sources and resources to find straight forward solutions to their problems. We work with these companies to try and expand their markets outside of their locale, to interprovincial and international customer bases. You can help companies find us faster. If you have been exposed to a company in your area that may need our help, call us, or better yet, have *them* call us. We will meet with them face to face. Ultimately, the company will provide its own solution. The NMA is a facilitator to access resources, as well as an objective advocate to move the process along.

NMA Participates in PARO's NOWEDC Conference

The Northern Ontario Women's Economic Development Conference (NOWEDC) was the first regional economic development conference devoted to advancing business development opportunities for women. It was open to both women and men who share a vision for developing innovative, women-centered solutions to help build strong and sustainable Northern Ontario communities.

The conference had three themes: Building a Business in Northern Ontario, Creating Sustainable Livelihoods, and Growing our Northern Communities.

NOWEDC engaged regional communities in thought-provoking and informative discussions regarding the economic role of women and their current and future growth potential in promoting economic and social progress for the North. It showcased eminent female role models who are involved in business and commu-

nity economic development. It also provided opportunities for women to participate in panels and networking forums, aimed at empowering women in business and in the workplace.

NOWEDC opened doors to future business and community partnership opportunities by creating networks between stakeholders who recognize the value of women in local and regional economic development.

NOWEDC featured three keynote speakers:

Cathrine Ann is a survivor against all odds. She was homeless, unemployed, and penniless... but determined to turn her life around. She combined her street smarts and raw ambition (and a lot of creativity) to launch her business, Consumer Connection, a multi award-winning and multi-

Women of Distinction award.

Diane Redsky has long worked to address the myriad of issues facing Winnipeg's Aboriginal community in all areas of health, justice, education and social services. Since 1993, Diane has served in both a professional and volunteer capacity within Winnipeg's

The first regional economic development conference devoted to women

social service sector, assisting in the creation of numerous innovative programs to support healthy communities. Diane is a Board Member of the Canadian Women's Foundation.

Melanie Conn is a long-time feminist and community activist who was born in Toronto, Ontario, Canada. She earned her Masters Degree at the Columbia University School of Social Work in 1965 and has been working in the women's movement and in community economic development (CED) in Vancouver, British Columbia since the early 1970s.

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Networking and Selling with Technology Panel



From the left Chris McLaughlin (NEOnet), Heidi-Lynn Friedrich (NMA), and Angela Domansky Desserre (TBAY Tel)

NMA's Trade Administrator, Heidi-Lynn Friedrich sat on a Networking and Selling with Technology panel at the NOWEDC Conference.

The panel discussed issues such as how to make the most of your business by using the Internet, Business Numbers, Trade Classifications and Harmonization System (HS) Codes, Reporting Exports, NAFTA, and maximizing your technology return on investment while reaching your customer via the web.

Over 250 people attended the two day conference and the Networking and Selling with Technology panel had over 50 participants.

Upcoming Events

May 2 - 3, 2008: Home & Leisure Show - Tips, Tools & Techniques (Fort Frances, ON) - Over 70 exhibitors from across Northwestern Ontario, Manitoba, and Minnesota;

Mar 7-9: TriState Home & Builders Show (Dubuque, IA) - See the latest products and services to assist in building and improving homes and yards.

May 9 - 11, 2008: Thunder Bay Chamber of Commerce - Trade Show & Business Expo (Thunder Bay, ON) - This Trade Show and Business Expo bring buyers and sellers together.

Mar 12-13: Midwest Builders Show & Conference (Rosemont, IL) - Brings together manufacturers, suppliers, and distributors together with thousands of attendees from the eight-state Midwest region.

May 14 - 15, 2008: Canadian Mining and Industrial Expo (Sudbury, ON) - This show will feature mining and industrial products from throughout North America and abroad.

May 16 - 18, 2008: HomeBuilding & Remodeling Expo (Minneapolis, MN) - Explore hundreds of exhibits featuring cabinets, countertops, carpet and hardwood flooring, security systems, hot tubs, saunas and spas.

May 21 - 22, 2008: National Electrical Wire Processing Technology Expo (Milwaukee, WI) - Meet over 100 world-class suppliers and service companies in the wire and cable processing industry.

June 16 - 19, 2008: NXTCommo8 (Chicago, IL) - Brings together executives from every segment of this global industry to exhibit, explore and buy the latest technologies.

NMA Attends the 2008 Arrowhead Home and Builders Show in Duluth, MN



On April 2nd through to the 5th, NMA's Trade Advisor, George Kamstra, and Trade Administrator, Heidi-Lynn Friedrich attended the 42nd Annual

Arrowhead Home and Builders Show in Duluth, MN. The show featured over 900 individual exhibitors and featured everything you could need to build, decorate, landscape, repair, or remodel your home.

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

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Community Partners:

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FedNor 

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

The Minneapolis Consulate General of Canada visited Thunder Bay

Graham Rush (Consul and Senior Trade Commissioner) and Murray Hardie (Trade Commissioner) with the Minneapolis Consulate General of Canada visited Thunder Bay on March 27th and March 28th, 2008.

As Consul & Senior Trade Commissioner at the Canadian Consulate General in Minneapolis, Graham Rush is responsible for the Government of Canada's international business development programs, services and activities in the states of Minnesota, Iowa, Nebraska, North Dakota and South Dakota.

Mr. Rush arrived in Minneapolis, MN in the fall of 2007 and had a desire to tour Northern Ontario. He wants to build a strong relationship with Northwestern Ontario and have NMA as one of the main partners on

the ground.

Since 2005 Murray Hardie has been Consul and Trade Commissioner with the Consulate General of Canada in Minneapolis, where he is responsible for cross border investment and innovation promotion.

Hardie publishes the Consulate's Investment and Science & Technology Newsletter, a monthly summary of cross border investment and innovation news activities.

Their tour began in Fort Frances with meetings with Geoff Gillon, Community Investment Manager for Rainy River Future Development Corporation, and Mayor Roy Avis.

From there, it was on to Atikokan where Mr. Rush and Mr. Hardie met with Gary McKinnon, Executive Di-

rector of Atikokan Economic Development Corporation.

While visiting Thunder Bay, NMA Trade Advisor, George Kamstra, accompanied, Mr. Rush and Mr. Hardie on several tours of local businesses and institutions. The tours included Genesis Genomics, Molecular Medicine, Bombardier Inc., Molecular World Inc., and the Thunder Bay Port Authority to name a few.

Mr. Rush was also on hand for the Northern Ontario Economic Development Practitioners Conference dinner and gave an encouraging speech to over 65 economic development officers, government officials, and local business owners about the opportunities for Canadian businesses in the United States.