



INVESTMENT & TRADE

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Japanese Auto Journalist gets the inside story on Ontario's leading edge Technology

A Japanese journalist from the well-respected *Daily Automotive News ("Nikkan Jidosha Shimbun")* got the full story on Ontario's auto sector and how they are addressing the need for environmentally friendly products during a 2-day tour in Ontario. The tour was timed to take advantage of the opening of the new Honda engine plant in Alliston on Sept. 25.

Mr. Hideyasu Okuno also visited Magna in Aurora, Takumi Stamping in St. Thomas, WatCAR at the University of Waterloo, Woodbridge in Mississauga and met with the President & CEO of the Ontario BioAuto Council. He also visited MAPCAN in Alliston.

He was accompanied by Robert Ulmer, SEO, Tokyo IMC and Maureen Enge, In-



Sandra Pupatello, Minister of International Trade and Investment joined Premier Dalton McGuinty for a tour of the new Honda Engine Plant in Alliston.

vestment Development Consultant with the Investment Branch. Ms. Enge was responsible for all the tour arrangements, logistics and setting up appointments.

The Daily Automotive News has a circulation of 158,000 and three stories have already been filed in Japan's most important and widely-read automotive newspaper.

Ottawa company receives international award in Germany for its portable DNA analyser

Cologne, Germany: Spartan Bioscience of Ottawa was recognized by the UK-based consulting firm Frost & Sullivan and received the Global Polymerase Chain Reaction (PCR) Product of the Year Award. The award was presented in Cologne Germany on Sept. 16.

The Spartan DX DNA analyzer, launched in June 2007, is a portable, compact analyzer that was designed with a major focus on convenience and affordability. This analyzer is a boon for researchers and clinicians as it addresses the need for small

scale analysis. The product gives Spartan the competitive edge since it is the first company to enter the small analyzer market. It has already received positive feedback from its customers within a short period of its launch. It has been lauded as being an ideal fit for bacterial microbiology laboratories in developing nations with the added advantages of being easy-to-use and giving results faster than most comparative instruments. Terrie Romano, Senior Economic Officer for the Munich IMC attended the awards ceremony along with federal representatives.



Mark Kershey, VP Corporate Development for Spartan Bioscience received the award on behalf of the company. Pictured L-R are Catherine Nagy, Consul, Canadian Consulate, Dusseldorf; Mark Kershey, Terrie Romano, and Monika DeVilliers, Senior Trade Commissioner, Canadian Consulate in Dusseldorf.

Taking Care of Business at Advamed 2008.

The season's big medical devices event for MITI's Investment Branch, was **AdvaMed 2008** held Oct. 20 - 24 in Washington DC.

This is what Don Van Dyke had to say about Ontario's participation at this pre-eminent gathering of medical technology companies.

"The AdvaMed Conference could not have gone any better. We had a strong presence there in a variety of forums and, in the span of a few days, we were able to get our message across to a number of targeted sub-groups as well as the conference as a whole.

- We were able to present and serve on a panel discussion for a group of conference attendees seeking to enter the North American market. These people now see that Ontario can be a prime location for their (market) entry - an idea I am sure they did not have top of mind before the event. The room was so full that people had to use standing room.

- Ontario hosted the Opening Reception for the general participants of the conference and made the welcoming remarks. This reception also turned out to be a great deal larger than anticipated. According to the planners we had at least 100 more attendees there than they had budgeted.



MITI's "A" Team attending Advamed are L to R—Jonathan Burbaum, (IBDC, Life Sciences, West Coast), Don Van Dyke, (IBDC, Life Sciences, East Coast), Peter Craig, Manager, STS Unit, and Monte Kwinter, Chair, OITAC. (Missing from the picture are Patrick Dine, IBDC, ICT East Coast, and Karin Goegginger, Senior Consultant, STS Unit.

We co-hosted the AdvaMed Board of Directors Dinner at the Canadian Embassy and had the honour of Chairman Kwinter's participation and welcoming remarks there. This is a select group of C-level executives and Senior Managers at the firms who supply 90% of the medical devices sold in the US and 50% of the devices sold worldwide. The one-on-one connections we made there are extremely valuable.

A number of other agencies and jurisdictions participated in the event and though they spent a great deal more

money than Ontario, they were left, for the most part, in a fairly empty exhibit hall."



Don Van Dyke, IBDC, Life Science, East coast USA

Ontario reception at CTIA gets rave reviews

Over 180 guests mingled at the Ontario-hosted reception held during CTIA, a telecom sector trade show that attracts service providers, manufacturers, wireless data and internet companies, as well as other contributors to the wireless universe. There were 9 Ontario companies that participated under the Ontario umbrella. The trade show activities were coordi-

nated by Mauricio Ospina of the Trade Branch with the in-market support from Alana Wagner of the Los Angeles IMC.

The reception, featuring the Toronto Band "Woodhands" and Ontario wines, proved to be an excellent networking opportunity. Attending the reception were senior executives from HP Canada, RIM

and AT&T Wireless.

To date, 9 companies have identified 290 qualified prospects and indicated potential export sales of between \$5 to \$7.2 million.

As well as a reception, there was a dinner held for members of the Ontario mission and companies in Silicon Valley with a connection to Asia.

...And some important upcoming events ...

October 15–18

Indian Aviation Show

India, New Delhi

Shirley Townsend, SEO

October 20–22

Convergence 2008

USA, Detroit

David Frey, IBDC

October 22–24

Testing Expo 2008

USA, Michigan

David Frey, IBDC

October 21-25

Ontario Trade Mission to ExpoMinera Sonora 2008

Mexico City

Javier Lopez, SEO

October 23

AAMA Connect

Santa Clara, California

Richard Savage, IBDC, West Coast

October 29 -30

Financial Services Outsourcing Event

New York City

Eric Hochstein, IBDC, Chicago

November 11-14

Electronica

Munich, Germany

Terrie Romano, SEO, Munich

Robert Schweinberg, IBDC, Germany

December 10

Ontario Financial Service Forum

Chicago, Illinois

Eric Hochstein, IBDC, Midwest USA