

GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

PM# 42591019

VOLUME THIRTEEN ISSUE FOUR • WINTER 2021

IN THIS ISSUE:

STEP's Trade Accelerator Program

SaskTrade Virtual Showcase III

Taking a Stake with Xports International Inc.

Maven Creates Clean Water for a Greener Future



STEP's Market Intelligence Services

MAKING GOOD DECISIONS is essential for operating a successful business, and in many cases, these crucial decisions are made with less than optimal information.

Business decisions are only as good as the information they are based upon, so it is essential that companies arm themselves with current, accurate, relevant and actionable information. Whether you're selling product in Calgary or Beijing, STEP can assist companies in collecting, identifying and analyzing pertinent data.

Your STEP membership includes services from STEP's Market Intelligence team. The Market Intelligence team will work with your company to define your information requirements and ensure you have the most relevant and current information available to help you make informed business decisions.

If you are interested in updating or creating prospect lists, exploring new markets, reviewing relevant competitors or other related research, STEP's Market Intelligence team is ready to serve your needs.

STEP members have access to STEP's Market Intelligence Service at the following specified levels:

- Pre Market Member: 25 hours
- Regular Member: 50 hours
- Premium Member (Regular): 100 hours

The reports STEP provides include, but are not limited to:

- Market assessments and overviews
- Competitive intelligence and analysis
- Political risk analysis
- Potential customer, manufacturer, dealer and distributor lists
- Tariff and regulatory information

Major Databases STEP subscribes to:

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- InfoMine/Mining Intelligence
- International Strategic Analysis
- Mintel GNPD
- Euromonitor (Food Only)
- IBIS World (North America Only)

Getting Started:

To discuss your potential research requirements, contact STEP's Market Intelligence Team:

Jeff Thackeray
Senior Director, Market Intelligence
jthackeray@sasktrade.sk.ca | 306 530 3914

Réka Gajári
Senior Market Intelligence Specialist
rgajari@sasktrade.sk.ca | 306 787 3223

Janice Lawless
Market Intelligence Specialist
jlawless@sasktrade.sk.ca | 306 787 7928

Allotted hours for Market Intelligence Services expire on March 31, 2022 and reset on April 1, 2022.

GV

VOLUME THIRTEEN ISSUE FOUR • WINTER 2021

GLOBAL VENTURES is the official quarterly publication of Saskatchewan Trade and Export Partnership (STEP). Submissions are welcomed. The Editor reserves the right to edit for clarity and length. Please contact the Editor for copy submission deadlines.

PUBLISHERS:

Saskatchewan Trade and Export Partnership (STEP)
www.sasktrade.sk.ca
Regina: P.O. Box 1787
320 - 1801 Hamilton Street, Regina, SK S4P 3C6
Regina 306.787.9210 / Toll Free: 1.888.XPORTSK
Saskatoon: 400 - 402 21st Street East
Saskatoon, SK S7K 0C3
Saskatoon 306.933.6551 / Toll Free: 1.888.XPORTSK

Benchmark Public Relations:
2260 McIntyre Street / Regina, SK S4P 2R9
306.522.9326 / info@benchmarkpr.ca

EDITOR:

Pat Rediger 306.522.9326 / prediger@benchmarkpr.ca

ASSOCIATE EDITOR/GRAPHIC DESIGNER:

Nicole Williams 306.522-1422 /
nwilliams@benchmarkpr.ca

WRITERS:

Pat Rediger, Kayla Guerrette, Bill Armstrong,
Ron Podbielski and STEP staff

SALES MANAGER:

Don Shalley 306.545.6606 /
dshalley@benchmarkpr.ca

GRAPHIC DESIGNER:

Diana Rapoport 306.522.0923 /
drapoport@benchmarkpr.ca

PRINTING:

Western Litho Printers / Regina, SK Canada

DISTRIBUTION:

Prairie Advertising Ltd. / Regina, SK Canada

Publication Mail Agreement # 42591019
Return undeliverable mail to Administration
Department, Benchmark Public Relations,
2260 McIntyre Street, Regina, SK S4P 2R9.

PRINTED IN CANADA



12



28



14



34

Inside

STEP DIRECTORY

- 15** ASSOCIATE MEMBERS
Directory

FEATURES

- 7** STRONG GROWTH IN
SASKATCHEWAN
MANUFACTURING
EXPORTS
- 12** TAKING A STAKE
Xports International Inc.
- 28** CLEAN WATER FOR
A GREENER FUTURE
Maven Water &
Environment
- 32** STEP'S TRADE
ACCELERATOR
PROGRAM

BUSINESS FEATURES

- 14** INNOVATIVE
STONE CRAFT
- 19** THE SMARTER
WAY TO PAY
Corpay
- 34** BOREAL HEARTLAND

BUSINESS ADVISOR

- 31** TBD
2Web Design

DEPARTMENTS

- 4** CEO'S REPORT
- 5** BIZNOTES
STEP Member News
- 10** UPCOMING EVENTS
- 30** STEPNOTES

A SINCERE THANK YOU to our STEP members and industry partners who attended our 2021 Annual General Meeting which was delivered for the second - and hopefully last time - in a virtual medium. In the world of corporate governance, the AGM election process was an opportunity to both welcome and reinstate Board members. To this end, we thank our current STEP Board for their contributions as they bring strong entrepreneurial skillsets, export experience, and business acumen to the agency.

As in the past, the next 25 years will be dedicated to serving the needs of our membership base as we... connect Saskatchewan business with the world.


The AGM also included a celebration of 25 years of export services and to recognize our members' successes. We were delighted to present the ABEX/STEP 25th Anniversary Ex-

port Award to long-time member XPT Grain for their substantive achievements in international markets. Our keynote address, *The Global Economic Forecast*, was delivered by our long-time and well-respected partner Peter Hall, Vice President and Chief Economist, Export Development Canada. The timing and topic of Peter's presentation could not have been better as we continue to fight through the COVID-19 pandemic.

To be sure, with new variants and the beginning of a fifth wave in certain markets, we remain in unprecedented and unpredictable times. However, as we move into the easing of restrictions and the beginnings of a sense of normalcy, exporters will continue to depend on new ways to develop business internationally. STEP has introduced a hybrid approach of services which includes a blend of online solutions and in-person options to facilitate trade missions and foster international exposure for Saskatchewan companies.

As we look forward, a key initiative in the 2022 - 2023 Business Plan includes a process to renew the long-term strategic plan. Entitled *The Next 25 Years*, the planning exercise will include our exporting members as the primary

source in determining STEP's focus and priorities. As in the past, the next 25 years will be dedicated to serving the needs of our membership base as we remain constant to our corporate objective to connect Saskatchewan business with the world.

As 2021 comes to a close, the management, staff, and Board of Directors of STEP extend the warmest wishes during the holiday season and all the best for a prosperous 2022! 



Chris Dekker
President & CEO, STEP

CEO REPORT

BOARD OF DIRECTORS

BOARD CHAIR

Marlin Stangeland
CEO, Shercom Industries Inc., Martensville

BOARD VICE-CHAIR

Karri Howlett
President, Karri Howlett Consulting Inc., Saskatoon

BOARD MEMBERS

Lisa Aitken
Director, Marketing, Cameco Corporation, Saskatoon

Mathew Cey
CEO, Morris Interactive, Saskatoon

Michael Chubb
Managing Director, SCCL, Saskatoon

Greg Cruson

General Manager, Dutch Industries Ltd., Pilot Butte

Kristy Ehman

CEO, Hyon Software Inc., Regina

Rhonda Ekstrom

Regina, Saskatchewan

John Hyshka

President, Prairie Tide Diversified Inc., Saskatoon

Mike Popowich

Vice President, TA Foods Ltd., Yorkton

Victoria Rhodes

Director of Sales, DynalIndustrial, Regina

Scott Sawatsky, Vice President of Sales & Marketing, Crestline Coach Ltd., Saskatoon

GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

Rick Burton, Deputy Minister,
Saskatchewan Ministry of Agriculture, Regina

Jodi Banks, Deputy Minister,
Saskatchewan Ministry of Trade and
Export Development

Richelle Bourgoin, Assistant Deputy Minister,
International Engagement, Saskatchewan
Ministry of Trade and Export Development

BIZNOTES

STEP members who have noteworthy news are invited to share that information with **Global Ventures** for our BIZNotes section. For further information or to submit content, please contact Heather Swan, Manager - Marketing & Communications at 306-529-7245 or hswan@sasktrade.sk.ca.



CELEBRATING the best of Saskatchewan business

Held annually since 1984, the Saskatchewan Chamber of Commerce ABEX Awards celebrated Saskatchewan business excellence with a virtual awards gala on Oct. 22, 2021. The ABEX Awards proudly recognize the innovation, resilience and excellence of Saskatchewan business through both challenging and vibrant times.

Congratulations to STEP member XPT Grain Inc. of Regina as the recipient of the STEP 25th Anniversary Award.

Congratulations as well to the following STEP member ABEX 2021 Award winners:

- Business of the Year Award - **Vendasta Technologies Inc.** (Saskatoon)
- Priority Focus Award - **Vendasta Technologies Inc.** (Saskatoon)
- Business Leader of the Year Award - **Murad Al-Katib (AGT Food and Ingredients - Regina)**
- Roger Phillips Chamber Builder Award - **Rob Clark (Moose Jaw & District Chamber of Commerce)**

EMERALD SEED

Products Ltd. wins Paragon Award

Congratulations to STEP member **Emerald Seed Products Ltd.** of Avonlea as the recipient of the Export Achievement Award at the Regina & District Chamber of Commerce's 22nd Annual Paragon Awards.



COCONUT SOFTWARE closes \$28M CAD series B funding

New funding will accelerate the growth of Coconut Software's market-leading appointment scheduling and lobby management solutions for financial institutions.

Coconut Software, the leading provider of appointment scheduling and lobby management solutions for financial institutions, recently announced it has raised \$28 million in Series B funding. Coconut Software is used by leading banks and credit unions in North America to deliver an appointment scheduling experience that results in fewer no shows, higher net promoter score (NPS) and better conversion rates.

The company has seen strong momentum over the last three years, achieving more than 100 per cent year-over-year revenue growth as financial institutions sprint to modernize their customer experience. Recently named one of Canada's Top Growing Companies by *The Globe and Mail*, a Great Place to Work for Inclusion and Mental Wellbeing, and a trailblazer for experimenting with a four-day work week, CEO Katherine Regnier has built an endearing "people first" culture. Founded in 2011, Coconut Software is headquartered in Saskatoon with offices in Toronto.



municipal, provincial, national and international awards over the past seven years.

ADROIT OVERSEAS Canada expansion

STEP member **Adroit Overseas Canada** is expanding in Saskatchewan again with recent facility purchases in Vanguard, Pambrun and Ponteix.

Speaking at a grand opening event in Vanguard, Operations Manager Manraj Sandhu extolled the support the group has received from the local farmers in the southwest who are excited to continue growing the market. "Our team is very energized and can't wait to start running these facilities. Exciting times lie ahead. I would again like to thank all the producers and all of the community for their continuous support and ensuring that we have all the help we need in the community."

Adroit Canada was founded in 2010 to buy grain, oilseeds and pulses from farmers for both domestic and international markets. The company has also invested in a processing facility in Sharjah, UAE to process and market Canadian grain in the Middle East and Southeast Asia. Before the addition of the three new facilities, the company was handling roughly 270,000 metric tonnes annually in Canada.



SREDA RECEIVES International Economic Development Council (IEDC) Award

IEDC has selected the **Saskatoon Regional Economic Development Authority (SREDA)** as one of its 2021 award winners. This marks the second time in SREDA's history that it has received a prestigious IEDC award. IEDC is the largest organization in the world dedicated to the profession of economic development. SREDA's Saskatoon Economic Recovery Tracker (SERT) tool won an IEDC Digital Media award, which celebrates the innovative use of digital media technologies in economic development. SREDA has now won numerous mu-



SABEX 2021 Awards

SABEX is Saskatoon's premier business awards program that honors Saskatoon businesses and non-profit organizations that exemplify high performance, excellence and achievement. Congratulations to all of the SABEX 2021 Award finalists and winners who embody the optimism, resilience and enterprising spirit of Saskatoon.

STEP member SABEX winners included: **JNE Welding**, Safety Culture Award, sponsored by WorkSafe Saskatchewan; and **Rivercity Innovations**, Entrepreneurship Award, sponsored by the University of Saskatchewan.



KEYLEAF

receives AOCS approval

Congratulations to STEP member **KeyLeaf Life Sciences** on its analytical department in Saskatchewan being awarded "Approved Chemist" status for 2021-22 by the American Oil Chemist's Society (AOCS), the preeminent international scientific organization serving the fields of oils, fats, lipids, proteins and related materials.

The status was awarded after KeyLeaf's successful participation in AOCS's year-long Laboratory Proficiency Program (LPP), the world's most extensive and respected testing program for oils- and fat-related commodities. Over 500 chemists and laboratories worldwide participate in this program each year to verify that their lab quality control meets the highest possible standards using the testing and analytical methods set by AOCS.

"As principal scientist, I am extremely pleased that KeyLeaf's analytical department has been recognized with Approved Chemist status," said Dr. Thushan. "Our department has always enjoyed a strong reputation, and this recognition by AOCS additionally reinforces our position in the industry and serves as verification that we can and do produce the highest quality data and analysis."

7SHIFTS

leases new headquarters

STEP member **7shifts**, the leading team management platform for restaurants in North America, recently announced that they have entered into an agreement to lease a 22,500-square-foot space in the Nutrien Tower, a riverfront office and retail development property in downtown Saskatoon.

7shifts, one of the fastest-growing technology companies in Canada, is headquartered in Saskatoon where 50 per cent of their team works and lives. This state-of-the-art new office space will house 7shifts' rapidly growing workforce, with special attention paid to cre-



ating a working environment that is built for a hybrid, remote-friendly workforce.

"One of the biggest lessons we have learned from navigating the COVID-19 pandemic has been the resilience of our team and their embrace of remote work. We are committed to further supporting our team by investing in a new headquarters which will set the bar for flexible, remote-friendly work environments," said 7shifts founder and CEO, Jordan Boesch. "Moving into this newly constructed building affords us the opportunity to design the ideal work environment for our team and provides space for the 50 plus team members we are currently hiring. While a portion of our team will remain remote, we want to create an environment that connects everyone, no matter their working style. River Landing is fast becoming a hub for some of Saskatchewan's most innovative and high-growth companies, and we are excited that it will be our home for many years to come."

VENDASTA

acquires CalendarHero

Vendasta, the leading end-to-end platform for companies selling digital solutions to local businesses, recently announced the strategic acquisition of AI-powered meeting and appointment scheduler CalendarHero.

The deal marks an important milestone in the company's strategic growth plan, which aims to accelerate the development of its platform for the benefit of its partners and their small- and medium-sized business clients around the world.

"We are proud and excited to welcome CalendarHero to our team," said Vendasta CEO Brendan King. "Appointments and scheduling are critical components for so many businesses. This outstanding technology will not only benefit our partners and their business clients, it will accelerate our product roadmaps and allow us to work alongside CalendarHero's wonderful group of innovators." The CalendarHero acquisition brings more than 100,000 users into the STEP member



Vendasta ecosystem, most of whom are business owners.



FOOD CENTRE

announces new training program

The Saskatchewan Food Industry Development Centre (Food Centre), the University of Saskatchewan, the Global Agri-Food Advancement Partnership (GAAP) and Ag-West Bio are combining expertise to create a new fermentation and training program at the Food Centre. The project will build capacity in Canada's plant-based ingredient and food ecosystem by marrying the addition of new technology with a skills development and training program.

The addition of fermentation technology and expertise will allow for new plant-based ingredients and food products to be created and commercialized, supporting the growth of Canada's value-added food sector. The expansion of fermentation processing technology is an emerging opportunity for Canada. This method of processing can help the country's plant-based food, feed and ingredient sector increase its competitive edge in the global market and attract new talent as it is considered more sustainable and offers a higher profit margin than many processing methods previously used by the sector.

The program will support collaborative innovation, expertise and skill development between small- and medium-sized enterprises and the consortium, enabling the commercialization of new technology while attracting and fostering future talent for Canada's plant-based ingredient and food ecosystem. 

REACH THE WORLD...

ADVERTISE IN...

www.sasktrade.sk.ca

Don Shalley: 306-545-6606
dshalley@benchmarkpr.ca

GLOBAL VENTURES

MAGAZINE

Each issue reaches **5,000 provincial, national and international businesses and contacts.**

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

A Decade of Strong Growth in Saskatchewan's Manufacturing Sector Exports

Saskatchewan's manufacturing sector has been one of Canada's top performers when it comes to increasing international exports over the last ten years.

The Government of Saskatchewan has released a report entitled Overview of the Manufacturing Sector in Saskatchewan 2010-2020 that highlights the statistical trends behind this export growth and breaks down how Saskatchewan's exports markets have changed since 2010.

In 2020, Saskatchewan's international exports of manufactured goods totaled \$5.4 billion and made up 17.7 per cent of the province's net exports. The three manufacturing subsectors with the largest exports were food manufacturing, machinery manufacturing and wood products with exports reaching \$3.1 billion, \$610 million and \$439 million respectively.

In 2020, Saskatchewan's international exports of manufactured goods totaled \$5.4 billion and made up 17.7 per cent of the province's net exports. The three manufacturing subsectors with the largest exports were food manufacturing, machinery manufacturing and wood products, with exports reaching \$3.1 billion, \$610 million and \$439 million respectively.

Between 2010 and 2020, Saskatchewan's manufacturing exports have grown by 45.8 per cent at an average annual growth rate of 3.8 per cent per year, which is third highest among Canadian provinces and above the national average of 2.6 per cent. Of Saskatchewan's manufacturing subsectors, wood products, transportation equipment and food manufacturing had the highest average annual growth rates with 23.2 per cent, 10.5 per cent and 7.9 per cent, respectively. The growth of these and other subsectors have contributed to the diversity of Saskatchewan's economy and the resiliency of the provincial manufacturing industry.

Saskatchewan's international markets for manufactured goods have changed over the last ten years. Ecuador, Chile, Egypt, Guatemala and Malaysia have replaced the United Kingdom (UK), Switzerland, Thailand and Turkey in the top ten export markets for Saskatchewan manufacturers. Saskatchewan's international trade and investment offices will create more export opportunities for provincial manufacturers. Four new offices in the United Arab Emirates, UK, Vietnam and Mexico will open in early 2022, complementing the four existing offices in Japan, India, Singapore and China. The stronger presence in these important regions will allow Saskatchewan to increase exports, generate more investment, and engage with new international trade partners.



MANUFACTURING EXPORTS HAVE GROWN 45.8% BETWEEN 2010 - 2020

Saskatchewan's Growth Plan includes increasing manufacturing exports **50%** by the year 2030.

Saskatchewan's Growth Plan includes a goal to increase the value of manufacturing exports 50% by the year 2030. That goal will be achieved by ensuring Saskatchewan has a competitive tax and regulatory environment for investment, expanding access to Canadian and international markets for Saskatchewan manufacturers and creating incentives that improve efficiency and accelerate investment.

For more information on what Saskatchewan can offer your business now and into the future visit saskatchewan.ca.

©2021 All rights reserved. Saskatchewan Canada

saskatchewan.ca

Saskatchewan Canada

The United States (US) has remained Saskatchewan's largest export market for manufactured products. In 2020, the US was the destination for more than 70 per cent of all manufacturing exports. From 2010 to 2020, exports to the US grew by about \$1.3 billion to about \$3.8 billion. China had the second highest share of Saskatchewan's international manufacturing exports in 2020 at \$924 million, with Mexico third at \$119 million.

The Government of Saskatchewan is focused on expanding export opportunities for manufacturers and providing a competitive business environment. The manufacturing sector is a critical part of Saskatchewan's Growth Plan, the province's roadmap to grow its population to 1.4 million people, maintain a strong economy and create 100,000 more jobs by 2030. The Growth Plan sets goals to increase the value of manufacturing exports by 50 per cent by 2030 and to grow the value-added agriculture sector. These goals support a diverse, resilient and strong economy that will help to build a better Saskatchewan.

TRADE ACCELERATOR PROGRAM



PROPEL YOUR BUSINESS TOWARDS GLOBAL GROWTH.



Participate in an innovative, hands-on initiative, designed to accelerate the strategic development of your business and better prepare you for expansion into international markets.

“Our participation in the program is going to pay dividends as we expand our business reach into European markets.”

- Wilger Industries Ltd.
Saskatoon, Saskatchewan

WHY PARTICIPATE?

1. EXPLORE NEW MARKETS

More than 69% of participants are now actively exporting in markets including China, India, Mexico, Japan, U.K., Italy, Sweden, and the United States.

2. GROW YOUR BUSINESS

Average growth of 18% in total revenue and 18% in export revenue one year after participation.

3. BUILD CONFIDENCE

Nearly 96% of participants declared themselves better prepared to do business internationally upon completing the program.



NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



306.787.9210 tapsask@sasktrade.sk.ca Apply now at www.sasktrade.com/tap

TRADE ACCELERATOR PROGRAM



PHASE 1: DISCOVER

The program begins with an intensive two-day workshop that familiarizes participants with the available exporting resources, introduces high-level experts in key functions of international trade, stimulates peer-to-peer exchange of ideas and experiences, and provides guidance in recognizing and handling business challenges.

PHASE 2: DEVELOP

Approximately one week later, participants return for the Export Plan Day where they will receive hands-on support from leading Canadian export advisors. Participants will initiate the key sections of their export plan, detailing strategic objectives, market entry methods, international marketing plan, as well as supply chain and operational resources.

PHASE 3: BUILD

Over the following three weeks, participants will develop their trade plan. They will have the full support of export advisors to guide and assist them in developing an export plan that is realistic, high quality, and fully integrated with their overall business strategy. All export plans receive a written assessment from our expert team.

PHASE 4: ACCELERATE

The final day of the program is focused on mentoring, constructive feedback, solutions, and reinforcing business relationships. After reviewing the export plan, participants will receive individual mentoring sessions from our expert partners where potential solutions and ways forward are explored.

HOW TO PARTICIPATE:

Companies can participate in TAP via partner nomination or direct application. All applications are reviewed by the TAP team to ensure the program is a good fit and allow participants to maximize its benefits. Thanks to generous support from our partners, we can offer your company a participation fee of \$495 for the program instead of the original cost of \$5,000 per company.

This cohort will be delivered virtually over 5 weekly, half-day sessions, concluding with a mentoring session. The program will begin on January 17, and export plans are due February 21, 2022. **Application** and **full details** are available online at www.sasktrade.com/tap

CONTACT:

Angela Krauss, Vice President
Marketing & Membership
Development
Saskatchewan Trade & Export
Partnership

306.787.9210
tapsask@sasktrade.sk.ca

Apply now at
www.sasktrade.com/tap



The Trade Accelerator Program is supported by the 'Mobilizing SMEs to Export' initiative to assist in delivering Canada's Export Diversification Strategy

UPCOMING TRADE EVENTS

NOTE: STEP will assess the status of all events moving forward on a week-by-week basis as they relate to COVID-19.

JANUARY 2022

TRADE MISSION:

Agriculture and Agricultural Food Market Development - South East Asia

January 17-26 | Manila, Philippines/
Ho Chi Minh, Vietnam/Singapore

STEP invites members to attend a multi-sector business development mission that will showcase Saskatchewan agriculture, agricultural food, and agricultural technology. The mission will be a travelling showcase event that will include business to business matching, education seminars, and business tours. Vietnam and Singapore are part of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), so the majority of tariffs will be eliminated or reduced creating great opportunities for this sector. The Philippines is also an emerging market for Saskatchewan with opportunities for Saskatchewan grain and pulse sectors.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca



VIRTUAL TRADE SHOW:

SaskTrade Virtual Showcase III

January 19 | Online

STEP is offering members and international buyers an online STEP Virtual Trade Show III in 2022. The platform promotes Saskatchewan exporters goods and services to the world by connecting international buyers with exporters. The showcase is based on the concept that web technology assists in making connections between exporters in Saskatchewan and international buyers around the world. Utilizing the platform, international buyers will view STEP members' products and services and connect with companies. Exhibits will be organized by sector hall with a focus on STEP membership strengths.

Contact: Brad Michnik, Senior
Vice President, Trade Development
306 260 7476 | bmichnik@sasktrade.sk.ca

TRADE MISSION: Northwestern Lumberman's Association Trade Show

January 2022 (TBC) | Minneapolis, MN

Building on the success of similar B2B events, this will offer STEP members involved in wood and building products the opportunity to explore the market and begin to establish/continue to grow their business ties in the US. The main purpose will be to exhibit and work this regional trade show, as well as to setup one-on-one business meetings between STEP members and potential customers (distributors, dealers, retailers, developers, builders, other manufacturers, etc.). Other mission activities will include a half-day information session on the business environment, updates on the construction/building industry, group visits/tours and networking events with industry associates.

Contact: Brad Michnik, Senior
Vice President, Trade Development
306 260 7476 | bmichnik@sasktrade.sk.ca

FEBRUARY 2022

TRADE MISSION:

Vancouver Mining Mission

February 7-10 | Vancouver, BC

STEP will organize a mission to Vancouver to meet with mining, engineering, procurement and construction management companies. The event is intended to be in person for all participants; however, if required, the event will pivot to virtual.

Contact: Ryan Niemela,
Director, Manufacturing & Technology
306 229 0604 | rniemela@sasktrade.sk.ca

TRADE MISSION: BioFach

February 15-18 | Nuremberg, Germany

BIOFACH is one of the world's largest organic trade shows with more than 50,000 attendees and 2,900 exhibitors from 144 countries, it is the world's leading trade fair for organic food. Saskatchewan companies will be given the opportunity to sell organic food ingredients to the EU and around the world.

Contact: Roy Hawat, Director, Agri-value
306 371 1699 | rhawat@sasktrade.sk.ca



TRADE MISSION:

MINEXCHANGE Tradeshow & Outreach - Green River, Wyoming

February 27-March 4 | Salt Lake, Utah/
Green River, Wyoming

The SME Annual Conference & Tradeshow, MINEXCHANGE, is a major mining event in North America. The 2022 event will be held in Salt Lake City, Utah which is located close to the Uranium and Trona districts of the US. The last time the show was held in Salt Lake City, it drew nearly 7,000 attendees. In addition to the tradeshow, STEP will organize a business trip to Green River, Wyoming to meet with Trona Mines. STEP will arrange transportation for this part of the mission.

Contact: Ryan Niemela,
Director, Manufacturing & Technology
306 229 0604 | rniemela@sasktrade.sk.ca

TRADE MISSION: Agritechnica 2022

February 27-March 5 | Hannover, Germany

As part of the continuing development of Saskatchewan's agriculture machinery sector, a trade and business development mission will occur around the Agritechnica Ag Equipment Show. The biennial show attracts 400,000 people, primarily from the EU but also from the rest of the world. If machinery exporters are looking for opportunities for their products in export markets for the first time, or need to expand their distribution in existing markets, Agritechnica is an excellent show for walking, getting an impression of competitive products, for viewing industry developments and for making valuable distribution contacts. In addition to attracting key Western European trading partners, Agritechnica attracts a large number of agricultural contractors, dealers/distributors, equipment cooperative managers, wholesalers and trade organizations from Central and Eastern Europe, North America, Africa, Central and South America, Australia/New Zealand, the Middle East and the Far East. STEP's presence will include a large group display at the show, pre-arranged meetings with buyers, and representation of non-attending members.

Contact: Brad Michnik, Senior
Vice President, Trade Development
306 260 7476 | bmichnik@sasktrade.sk.ca

VIRTUAL TRADE MISSION: Processed Foods - Retail Food Market Development - Mexico

February 2022 (TBC) | Online

With a growing middle class and larger emphasis on healthy food, Latin America is an emerging market for STEP members. STEP will bring in buyers from Latin America interested in importing Saskatchewan products on both the retail and ingredient level. This is a great opportunity for STEP members to meet with buyers in emerging markets that would otherwise be difficult to meet.

Contact: Jay Albers, Trade Specialist,
Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

TRADE MISSION: Saskatchewan Showcase

February 2022 (TBC) | Minneapolis, MN

STEP will lead a multi-sector delegation to Minneapolis for a showcase event. This will not be a trade show, but rather a group event highlighted by individual targeted meetings. Some events will be joint, such as a briefing session and evening networking events. Each member will travel to individual meetings during the day relevant to their business. This is a multi-sector event, but the main focus will be the technology, consumer products, professional services, arts/culture and education/training sectors.

Contact: Andrew Doan, Trade Specialist,
Manufacturing & Technology
306 539 4895 | adoan@sasktrade.sk.ca

MARCH 2022

TRADE MISSION: Natural Products Expo West

March 8-12 | Anaheim, California

Natural Product Expo West is the leading trade show in the natural, organic and healthy products industry in North America. In 2019, the show attracted over 89,000 industry professionals and 3,300 exhibitors. Along with the trade show itself, STEP will organize B2B meetings with companies interested in Saskatchewan organic and natural products. With the scale and size of this show, it is a great opportunity for STEP members not only to market their products but evaluate their competition throughout North America and the world.

Contact: Roy Hawat, Director, Agri-value
306 371 1699 | rhawat@sasktrade.sk.ca



TRADE MISSION: Foodex Japan - Outreach Taiwan

March 8-11 | Tokyo, Japan/
Taipei, Taiwan (TBC)

Foodex Japan is Japan's premier event for the global food and beverage sector. The show has the longest history of success in Asia and focuses on imported food and beverage products attracting qualified buyers from all over the Japanese and Asian regions. In 2019, FOODEX Japan had 3,316 exhibitors from 94 countries, and 85,000 visitors. Of the 3,316 exhibitors, 62.5% were from overseas. Depending on STEP members' interest, a post show outreach to Taiwan will be organized. STEP will work with AAFC and the Trade Commissioner Service in Tokyo and Taipei to organize market briefings, business to business matching, and business tours for STEP participating companies in order to find business partners, make sales, and obtain market intelligence.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

TRADE MISSION: China Food and Drinks Fair

March 2022 (TBC) |
Chengdu/Chongqing, China

For agricultural food and beverage companies, specifically alcohol producers seeking to develop the western China market for the first time or to expand distribution in this region, the fair is an excellent show for establishing themselves in the marketplace. The China Food and Drinks Fair started in 1955, is one of the largest exhibitions in Chinese history, and is the most influential exhibition in the industry. STEP will work with the Canada Consulate General in Chongqing, Trade Office in Chengdu, and the Saskatchewan Trade and Investment Shanghai Representative Office to organize the mission. The program will include exhibiting or walking the show and other activities such as busi-

ness tours and business meetings to help Saskatchewan companies expand markets into the regions.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

SEMINARS

SEMINAR: Canada Consumer Food Consumption and Grocery Trends - A Current Perspective

December 7, 2021 | 9:30 am CST | Virtual

STEP is pleased to partner with NielsenIQ, a leading retail and consumer intelligence firm, to bring STEP members and Saskatchewan companies a webinar exploring the trends and forces in Canada driving consumer food consumption and retail food purchasing decisions. This session will explore what retail food categories are growing, which are experiencing decline, and what Canadian retailers are doing within the marketplace, while exploring the forces behind the statistics and looking at how the COVID-19 pandemic has and will continue to influence the market.

Contact: Jeff Thackeray, Senior Director,
Market Intelligence
306 530 3914 | jthackeray@sasktrade.sk.ca



For a complete list of STEP Incoming/
Outgoing Trade Missions and Seminars,
visit www.sasktrade.sk.ca. 



TAKING A STAKE

BY: BILL ARMSTRONG

“Small beef projects can involve up to 15,000 hectares of pastureland... the smallest operation we are currently dealing with is 3,000 cows. The largest is 90,000 cows.”

- Rod Guilford, co-owner, Xports International Inc.

ROD GUILFORD, co-owner of Xports International Inc. with his

wife Kristi, sees parallels between the company's activities and what his great-grandfather John Guilford did after coming to Canada: walking over the prairie, putting a stake in the soil and beginning to work the land. The company is doing similar pioneering work, but on the other side of the world, using far different technologies and management practices from the early days of homesteading in western Canada.

While Xports International has done business on six continents, its main focus is on the countries created after the breakup of the former Soviet Union. The demise of the Soviet government and economic system was followed by the privatization of collective farms throughout the region, replaced with private landholdings and farms.

Agriculture under the collective system had stagnated. In response, states such as Kazakhstan and Uzbekistan, for example, placed greater emphasis on developing their agricultural industry, particularly grain farming and livestock.

“When you look at the beef cattle industry around the world, that region - except for Africa - is the least developed,” said Rod. “They have a huge amount of pasture land - imagine as much as 250,000 hectares of contiguous land in one block - and they are still trying to develop that land base and add more cattle.”

The transition to private farms has had its problems, which Rod and Kristi saw as an opportunity. The Guilfords operate a pure-bred beef

cattle farm of about 200 head at Crystal City, Manitoba, and had exported cattle overseas through other exporters, but they kept hearing that there were management issues when the cattle arrived. They started Xports International in 2009 with the goal of addressing the management issue by providing consulting and management support to progressive farms importing cattle.

“We soon found out that the exporters didn't want us to know who their clients were,” Rod said, “and the importers didn't want to pay for this service. So, we pivoted to become a cattle exporter that provided the support with the cattle purchase.”

Xports International made its first cattle shipment to a leading farmer in Kazakhstan in 2010, just as the government launched a program to increase and improve beef cattle production. Business was good for the next five years, but it slowed down when the government devalued the local currency.

Fortunately, the company had already established its reputation and executed another pivot, providing high quality livestock equipment and supplies to clients. Locally-made cattle chutes and other handling equipment purchased by some farmers were poorly made and quickly broke down, wasting time and money.

“Some of this equipment was made by copying from pictures taken from the Internet,” Rod said. “Sure, labour is only \$100 to \$300 a month, but you still need reliable equipment that allows you to harvest and process in a timely manner.”

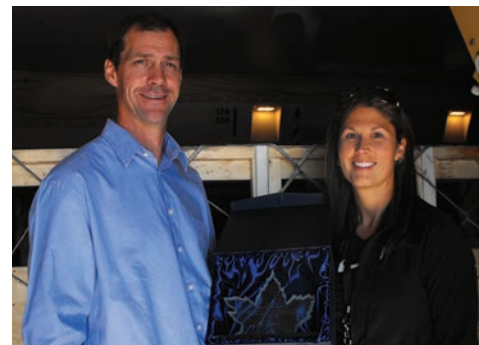
Providing clients with high-quality equipment and supplies not only added to the company's reputation, but it also brought a welcome additional revenue stream to the business, says Kristi, Xports International's director of marketing.



*Xports International
fills demand on the
other side of the world*



From the early days of delivering cows and providing management support, the business has evolved to where it now offers turnkey solutions that can include semen, embryos and live cattle.



The company joined STEP in 2013, which provides market information and helps facilitate meetings with delegations of prospective clients for Xports International typically at Canada's Farm Progress Show and Canadian Western Agribition.

Xports International has two other factors working in its favour: one provided by Mother Nature and the other from responding to customer preferences. Like Canada, the region has long, cold winters, so experience in providing shelters, cattle waterers and management practices that enable cattle to survive through the winter months gives the company an advantage over exporters and consultants based in regions with warm or moderate climates.

The company also has adopted what Kristi described as a "high-risk, high-reward" strategy in its dealings with producers. In the older model of exporting cattle, the producer would be paid after the cattle approved for shipment were sent, which meant that some cattle may be sent back.

"This is not attractive to producers," Rod explained. "Our model is to buy the cattle the producer has to offer, and price into the purchase that some may not be approved. We manage any of the cattle that can't be shipped."

From the early days of delivering cows and providing management

support, the business has evolved to where it now primarily offers turnkey solutions that can include semen, embryos and live cattle, with the help of the company's beef specialist and two dairy specialists.

And, Rod emphasized, the projects typically involve thousands of cows exported by plane or by ship. "Small beef projects can involve up to 15,000 hectares of pastureland, and the smallest operation we are currently dealing with is 3,000 cows. The largest is 90,000 cows."

Since he would normally be in-country eight to ten times a year overseeing projects, Rod has his own COVID-related story to tell. In March 2020, he was working on a beef, dairy and sheep project in Uzbekistan when international travel began to shut down. After discussing the situation with Kristi, he decided to stay, ultimately spending nine months there.

Visas are now required for each business trip, Rod noted, and most of his clients have gotten used to more virtual assistance. However, he believes some things still require boots on the ground.

On the other hand, he admitted it has been fun to stay at home but still busy. The company recently moved into new offices, and he and Kristi are building a new barn for their farming operation, while also renovating the family home. Best of all, Xports International allows them to work together, but in different parts of the business, which helps make it all worthwhile.



INNOVATIVE STONECRAFT

CRAFTED STONE VENEER

Made in Canada 

INNOVATIVE... It's not just in our name. It's our mindset.

Since taking over a stone veneer products manufacturing operation in Saskatoon, Parmjot Maan has seen consistent growth in the business despite the impact of Covid. Innovative Stonecraft is not only building stone veneer; it's also making a name for itself in the marketplace. Recently, the company was named a finalist in the Product Award category at the STIC (Science Technology, Innovation and Collaboration) Awards sponsored by the Saskatoon Regional Economic Development Authority (SREDA).

"Ninety per cent of the stone veneer market in Western Canada is supplied by distributors that bring their products in from other countries such as China, the US, Korea and Mexico. We realized that with the proper focus and approach, we could manufacture high-quality stone veneer products right here in Canada," Maan said.

Many distributors in the stone veneer industry are having major difficulties sourcing products and delivery times. **Innovative Stonecraft** is providing solutions to the issues... with locally **Canadian made** stone veneer products.

Innovative Stonecraft is a Canadian manufacturer of high-quality stone veneer products in Saskatoon. Our company is built on the belief that we can bring innovation and new processes to the Canadian stone veneer market. We maintain an overall competitive supply chain advantage over companies which manufacture their products in the US, China, Turkey and Korea.

Our vision is to provide high quality stone veneer products crafted in Canada, utilizing locally sourced raw materials and labour resources. Each stone crafted at our facility captures the unique texture and elements found in nature. Our individual stones are hand colored and checked for overall quality and consistency prior to leaving our facility. Innovative Stonecraft offers more than 40 colors/profiles, and we can also provide custom color solutions.

At Innovative Stonecraft, we are continuously focused on research and development, process improvements and utilization of innovative techniques. Along with continued research through partnerships

with Saskatchewan Polytechnic, we encourage our employees, distributors and clients to offer feedback to help develop new ideas and products. We believe there is always room for improvement.

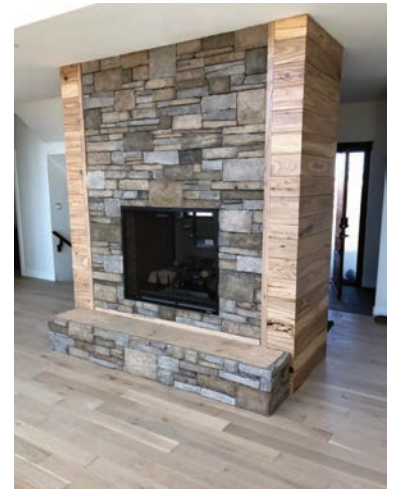
By 2019, Maan rebranded the company as Innovative Stonecraft and had all the equipment and processes in place, successfully setting up the first semi-automated stone veneer manufacturing facility in Saskatchewan. The marketing opportunities became scarce due to COVID, initially affecting growth.

Fortunately, Maan was able to hire a business development officer with 25 years experience who had an established network of contacts that could open doors for the company. ISC has strongly utilized being local, and global supply chain issues have been beneficial during the economic recovery. Innovative Stonecraft has seen steady growth over the last 15 months.

Innovative Stonecraft began with one dealer at the beginning of this year and now has a network of 14 dealers. The company has developed a considerable presence in Saskatchewan, and it is now making inroads into Alberta and BC. The immediate goal is to become a fixture in across Western Canada, with a long-term goal and vision of exporting to the Mid-western regions of the United States.

As the pandemic has continued and global supply chain issues have only gotten worse, new opportunities for the company are emerging daily. Many distributors in the stone veneer industry are having major difficulties sourcing products and delivery times. Innovative Stonecraft is providing solutions to the issues that are currently facing the building industry with locally Canadian made stone veneer products.

For more information, visit www.innovativestonecraft.ca.



MADE RIGHT HERE IN CANADA

1D, 820 51st Street E
(Directly behind Peavey Mart)
Saskatoon, SK S7K 4K4
306-244-4305
info@innovativestonecraft.ca

www.innovativestonecraft.ca

 **INNOVATIVE
STONECRAFT**

CRAFTED STONE VENEER

Made in Canada 



ASSOCIATE MEMBERS PRODUCTS & SERVICES

STEP associate members: products and services

WE TRUST that you will find this issue of *Global Ventures* valuable and one that you will want to refer to when conducting international business.

Presented in this directory are STEP Associate Members (businesses providing services to exporters) who offer a cross section of essential services required by provincial exporters. Coupled with their service delivery is the knowledge, expertise and a thorough understanding of exporting from a Saskatchewan perspective.

With the companies listed in this directory, you can benefit from the peace-of-mind of working with export service providers who have

assisted other STEP members in this unique process. This edition includes a listing of relative products and services such as logistics, transportation, trade finance, foreign exchange, customs brokers, tax advisory, international law, consulting services and many other services that play a key role in a company's ability to navigate export success.

By accessing the services provided by STEP Associate Members, provincial exporters benefit from working with service providers who assist STEP members and fully understand international trade.

Directory cover photo by Tom Fisk, Pexels.com

A

Ag in Motion

Saskatoon, Saskatchewan
www.aginmotion.ca

Products and services include showcasing companies that manufacture and sell agriculture equipment, dryland crops and management tools as well as the livestock industry in an outdoor trade show and demonstration setting.



Agricultural Producers Association of Saskatchewan (APAS)

Regina, Saskatchewan
www.apas.ca

Products and services include policy development and advocacy to create and maintain a strong agricultural sector in Saskatchewan, plus special pricing and discounts for APAS members through the APAS My Rewards program.



Agriculture Council of Saskatchewan Inc. (ACS)

Saskatoon, Saskatchewan
www.agcouncil.ca

Products and services include identifying challenges and opportunities common to our members and stakeholders; supporting and promoting appropriate collaborative action, innovative approaches and options; levy collection and election services; and general management, administration and bookkeeping services for organizations.



Ag-West Bio Inc.

Saskatoon, Saskatchewan
www.agwest.sk.ca

Products and services include strategic networking opportunities to the life science community, conferences, seminars and opportunities to participate in trade shows in export markets.



Air Canada

Richmond, British Columbia
www.aircanada.com

Products and services include an extensive network of destinations for the movement of people and freight in Canada and worldwide.



Aon Reed Stenhouse Inc.

Regina, Saskatchewan
www.aon.ca

Products and services include commercial insurance, personal insurance, risk control, mergers and acquisitions, surety and bonding,



negotiating trade credit insurance, strategic risk solutions, and risk management services - including insurance placement, specialized brokerage services, program development, administration, premium financing and loss control services.

Association of Consulting Engineering Companies - SK (ACEC-SK)

Regina, Saskatchewan
www.acec-sk.ca



Products and services include an association of member firms offering services in specialized fields, including aerospace, agriculture, building science, chemical engineering, cold climate engineering, communications/telecommunications, computer science, electrical, energy, energy geoscience, environmental, environmental geoscience, fisheries, forensic, forestry, geophysics, geotechnical, industrial, marine and coastal, materials, mechanical, mineral geoscience, mining engineering, municipal, occupational health and safety, petroleum engineering, planning, pressure vessels, project management, research, structural-buildings, structural-other, surveying and mapping, temporary works, and transportation.

Avison Young Commercial Real Estate (Sask) Inc.

Regina, Saskatchewan
www.avisonyoung.com

Products and services include value-added, client-centric investment sales, leasing, advisory, management, financing and mortgage placement services to owners and occupiers of office, retail, industrial and multi-family properties; full-service commercial real estate, office, industrial and retail leasing; tenant and landlord representation services; property acquisitions and dispositions; corporate advisory services; asset, project and property management; consulting; and research.



B

Benchmark Public Relations

Regina, Saskatchewan
www.benchmarkpr.ca



Products and services include strategic communications and marketing, issues management, writing, media buying, event planning, print and website design, and media relations training.

Better Business Bureau of Saskatchewan Inc.

Regina, Saskatchewan
www.bbb.org

Products and services include mediation between businesses and consumers who cannot reach an agreement regarding disputes, reliability reports on businesses in the Saskatchewan area, and other benefits to members.



Bowline Logistics Ltd.

Regina, Saskatchewan
www.bowlinelogistics.com

Products and services include cross-border, over-dimensional, LTL and FTL open deck transportation all over North America.



Broekman Logistics Division B.V.

Rotterdam, South Holland
www.broekmanlogistics.com

Products and services include end-to-end supply chain services, air freight imports and exports, sea freight imports and exports, warehousing services, kitting services, machinery assembly services, intra-European road distribution, intra-European and global express services, and customs clearance services.



Business Development Bank of Canada (BDC)

Saskatoon, Saskatchewan
www.bdc.ca

Products and services include financial services, consulting services, subordinate financing, and venture capital.



C

CaixaBank S.A Representative Office in Canada

Toronto, Ontario
www.caixabank.com

Products and services include support in 127 countries through the bank's international banking network and 1,600 correspondent banks around the world, in addition to its highly specialized advisers in its domestic country, offering tailor-made and added-value solutions for its clients. In its product portfolio, CaixaBank offers multiple solutions for exporters such as trade finance (guarantees, import and export documentary credits, documentary collection, SPOT, standby letters of credit, etc.), cash management (domestic and international payments, mass payments) and working capital (confirming, factoring), in addition to management of accounts, term deposits, project finance and corporate lending.



Canada Arab Business Council

Ottawa, Ontario
www.c-abc.ca

Products and services include market intelligence, business to business meetings, webinars, forums, seminars, networking, trade missions, and bilateral introductions.



Canada China Business Council

Calgary, Alberta
www.ccbc.com

Products and services include missions between Canada and China, membership advice and counsel, and business networking events.



Canada Organic Trade Association (COTA)

Ottawa, Ontario
www.canada-organic.ca

Products and services include hosting events, consumer campaigns, engaging with the company's membership base and creating opportunities for the Canadian organic sector. COTA offers programs annually such as the Annual Fund program, Support Organic Change Fund, Organic Leadership Awards Event, Organic Week Consumer Education campaign, Members Day and AGM, and the Annual Organic Summit. In addition COTA supports members to attend trade shows outside Canada in key markets including the US, Europe and Asia and hosts incoming buyers missions. COTA also provides members with ongoing communications on industry trends and provides market and consumer research either free to members or at discounted rates.



Canada's Farm Show

Regina, Saskatchewan
www.myfarmshow.com

Products and services include dryland farming equipment, services and technologies. Canada's Farm Show's purpose is to connect producers, manufacturers and buyers from around the world to the latest innovations in dryland farming.



Canadian Council on Africa

Toronto, Ontario
www.ccafrica.ca

Products and services include promoting all sectors, such as agriculture and agri-food, mining, oil, infrastructure, energy, education, health care, technology, legal, travel and tourism. CCAfrica facilitates business linkages and matchmaking between Canadian and African businesses and institutions.



Canadian Food Exporters Association (CFEA)

Toronto, Ontario
www.cfea.com

Products and services include seminars, workshops, trade shows, trade missions, regulatory information and government advocacy.



Canadian Manufacturers & Exporters (CME)

Saskatoon, Saskatchewan
www.cme-mec.ca

Products and services include advocacy, real-time business insight and intelligence, networking and educational opportunities, leadership and safety training, productivity support, and member discount programs.



Canadian Special Crops Association (CSCA)

Winnipeg, Manitoba
www.specialcrops.mb.ca

Products and services include the use of CSCA trade rules, reduced fees for the CSCA annual meeting and CSCA arbitrations, the opportunity for input on the committees that regulate the industry, access to the CSCA's arbitration case-study library, and the opportunity to network with other specialty crop leaders and vote on issues affecting the industry.



Canadian Western Agribition

Regina, Saskatchewan
www.agribition.com

Products and services include a world-class livestock show featuring over 4,000 head of livestock, including 11 purebred cattle breeds, commercial cattle, light and heavy horses, bison, dairy cattle, sheep and goats, as well as specialized livestock displays.



Canaryseed Development Commission of Saskatchewan

Saskatoon, Saskatchewan
www.canaryseed.ca

Products and services include the promotion of canaryseed production and a check off system enabling CDCS to support research, communications, and market facilitation activities.



Community Futures Saskatchewan (CFS)

Winnipeg, Manitoba
www.cfsask.ca

Product and services include fostering increased communication between offices, advocating the benefits of the Community Futures program to both public organizations and government agencies, continuing education and training of CF staff, and negotiating with prospective associate organizations on behalf of member CFSs.



Conexus Credit Union

Regina, Saskatchewan
www.conexus.ca

Products and services include financial services, electronic banking services, Foreign Exchange Platform (FX), Conexus Business Accelerator courses.



Connected World Translation Services

Regina, Saskatchewan
www.connectedworldtranslation.com

Products and services include the delivery of diverse types of translations - including technical, legal, administrative, medical, financial, website, script (videos), and multimedia - and assisting law firms with their translation requirements. CWTS works with vital global economic sectors ranging from manufacturing, agriculture/agri-value, mining, and forestry to education, providing language services to a wide array of public and private sector clients both nationally and internationally.



Conventions Regina

Regina, Saskatchewan
www.conventionsregina.com

Products and services include bid development, securing hotel and meeting space proposals, sponsorship assistance, suggestions for unique off-site locations and companion programs, site tours, and familiarization tours for groups considering Regina as the host city for a convention.



Corpay

Vancouver, British Columbia
www.corpay.com

Products and services include Cross-Border Payments: Global businesses trust Corpay to power their cross-border payments. Whether working with small businesses managing a growing supply chain and roster of partners, or a multinational looking to keep up with real-time demands, Corpay's web-based platform and integrated payment solutions can support all clients' needs; Currency Risk Management Solutions: Effective currency risk management can be the key to thriving and prospering in a world of uncertainty. Corpay's currency risk management solutions enable clients to efficiently move money across borders, manage exposures, and capitalize on market opportunities. Corpay's product portfolio also includes: AP Automation, Virtual Cards, Commercial Card Programs and Small Business Bill Pay Solution.



Creative Display Saskatchewan

Regina, Saskatchewan
www.creativedisplay.ca

Products and services include trade show booths to fit all budgets from lightweight portable booths to large custom designed booths. Creative Display offers everything from graphic design, to installation, to shipping/logistics to show locations and storage if needed. Other products include banners, banner stands, tents and flags, brochure stands, tablet stands, vinyl window and wall graphics, fleet graphics, and miscellaneous signage.



Ecocert Canada

Saskatoon, Saskatchewan
www.ecocertcanada.com

Products and services include organic certification for agricultural products grown and processed in Canada. Ecocert can provide organic certification for other countries, including Korea, China and Japan. Companies who want to export organic products into Mexico. They can also provide organic certification to companies who want to certify textiles, cosmetics, and organic farming inputs.

Economic Development Regina (EDR)

Regina, Saskatchewan
www.economicdevelopmentregina.com

Products and services include providing programs, resources and economic data that helps businesses at any stage of development connect with opportunities in the region. Together with community stakeholders, EDR is creating a vision for economic prosperity that capitalizes on Regina's many strategic assets. EDR recognizes that one of Regina's key differentiators is a strong level of connectedness among members of the community. Whether it's through community engagement, working directly with entrepreneurs through AudacityYQR, or as strategic partners, EDR works to foster those connections and welcome new businesses to the fold.



THE SMARTER WAY TO PAY

Corpay[^]

BY: RON PODBIELSKI

PICTURE THIS. Your company is a growing exporter with a strong core business. You're excited about the business opportunities in a post-COVID world.

But you face risks that may compromise your success that feel challenging to manage - such as cross-border payments, currency risk or making your back office financial processes truly efficient.

You want someone who will listen to your unique concerns, work with your existing financial systems, and propose customized approaches. Enter Corpay, a global leader in comprehensive business payment solutions focused on helping companies of all sizes better track, manage and pay their expenses. Corpay provides customers with a comprehensive suite of online payment solutions, including bill payment, AP automation, cross-border payments, currency risk management, and commercial card programs.

With 28,000 customers across the world, businesses trust Corpay Cross-Border to power their international payments.

"We're looking to gain a deep understanding and intimate knowledge of a specific company's situation and what its pain points are. We then come up with a tailored solution built on its unique set of circumstances," says Andrew Heffernan, Vice President, Corporate Sales at Corpay. "I genuinely believe we have the solutions to fit almost any customer's needs, but we get there in a different way. It starts with listening."

Under its parent company Fleetcor Technologies Inc. (NYSE: FLT; an S&P 500 and Fortune 1000 company), Corpay Cross-Border Solutions represents the integration of two Fleetcor-owned businesses - AFEX and Cambridge Global Payments - to create a global powerhouse and a trusted leader in business payment solutions. AFEX brought to the table its strong European and Asia Pacific client base together with Cambridge's deep roots across North America.

With 28,000 customers across the world, businesses trust Corpay Cross-Border to power their international payments, execute plans to manage their currency risks and support their growth around the globe. Its worldwide reach is truly impressive - with over USD \$80 billion in payments transacted globally per annum in more than 145 currencies to more than 200 countries.

"Corpay has really unified our brands and expanded our value proposition. We now really have a unique, comprehensive approach to business payments," says Heffernan.

"We help with every aspect of a company's payments process and we're constantly looking at ways to improve our customer's efficien-

cies, streamline their payment process, and save them some money along the way. Generally, it all comes back to risk management and offering an enterprise-wide solution."

Heffernan is proud of what the solutions achieved for clients during COVID-19, when a flight to safety significantly devalued commodity-based currencies such as the Canadian dollar. A dedicated team of currency risk-managers used tools to "Mitigate risks to act somewhat like a shock absorber so companies could have a little more consistency and dependability in their cash flow," he said.

"We went through a period where some companies had real concerns about remaining open. Once they saw they were going to be okay, they were more receptive than normal to have a conversation around risk management."

Heffernan is looking forward to having more dialogue with STEP members in the future, centering on how Corpay, and in particular its Cross-Border solutions, can deliver "material value" on an ongoing basis to businesses. Corpay has already completed a webinar on having a plan and partner to help execute when it comes to risk management, but he remains excited about the future synergies Corpay can uncover and explore with prospective customers.

"Some of our (Canada-based exporter) clients have facilities guaranteed by Export Development Canada, allowing us to extend a robust unsecured hedging facility to Saskatchewan-based companies. This helps them support their expansion into international markets and allows them to execute some of the solutions we offer," Heffernan says. "We want to continue to grow our footprint, so whether that's receiving an introduction, attending an AGM, or having the opportunity to explain how we can help manage the risks given their international activities, we're always looking to deliver value to our customers."

When it comes to summarizing the value proposition for STEP members, Heffernan points out the benefits Corpay can offer, as opposed to banks that have many competing focusses.

"Global Payments and currency risk management are what we do in Corpay's Cross-Border division, all day every day. We're about providing our customers with that 'white glove' specialized service. We start by listening to build that deep understanding, and we end by providing customized solutions that save our customers time and money through modernizing their payment processes."

*Andrew Heffernan,
Vice President,
Corporate Sales, Corpay*



The smarter way to pay



Equipment Data Associates (EDA)

Charlotte, North Carolina
www.edadata.com

Products and services include a powerful market intelligence tool and web-based tool, the Catapult, to track information, integration of real-time, UCC lien registration data into every aspect of business, harvesting new leads, maintaining a higher level of service, measuring the ROI of marketing and trade show strategies, identifying new product opportunities, and more.



Equipment Marketing & Distribution Association (EMDA)

Iowa City, Iowa
www.EMDA.net

Products and services include representing wholesaler-distributors and manufacturers' representatives of agricultural machinery, light industrial equipment, outdoor power equipment, timber/logging equipment and parts or components for any of those industries, a membership directory of products, and prime opportunities to make contact with North American distributors and reps during the annual Fall Convention, the Contact Session, and Industry Showcase.



Estevan Chamber of Commerce

Estevan, Saskatchewan
www.estevanchamber.ca

Products and services include professional services for members.



Export Development Canada (EDC)

Regina, Saskatchewan
www.edc.ca

Products and services include trade finance and risk management services, accounts receivable insurance, financing and guarantees.



F

FCC

Regina, Saskatchewan
www.fcc.ca

Products and services include a vast array of financial services to support the entire ecosystem that surrounds agriculture.



Forum for International Trade Training (FITT)

Ottawa, Ontario
www.fittfortrade.com

Products and services include international business training, international business certification, and membership.



FPInnovations

Prince Albert, Saskatchewan
www.fpinnovations.ca

Products and services include technical support for forest operations, wood products, manufacturing and pulp/paper making, product development services and value-chain optimization for wood products, market demand and market development services for wood products, pre-feasibility studies, business mentoring, and ebusiness support for forest operations and manufacturing, as well as innovations, testing processes and product development for roads and transport engineering for forestry, mining, oil, gas and agriculture.



GHY International

Winnipeg, Manitoba
www.ghy.com

Products and services include Canadian and US brokerage, consulting and compliance, duty drawback recovery, software solutions and trade source partnerships.



Global Affairs Canada

Regina, Saskatchewan
www.tradecommissioner.gc.ca/index.aspx



Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Products and services include help for Canadian companies and organizations to increase revenues and lower costs of global business through four key services, including preparation for international markets, market potential assessment, qualified contacts, and problem solving.

Global Reach Group

Saskatoon, Saskatchewan
www.globalreachgroup.ca



Products and services include a blend of knowledge and experience, market insight and proprietary technology to deliver relevant risk management strategies. A full suite of currency hedging products, independent credit facilities and a global payment network are available to ease cash flow management.

Global Trade Credit Inc.

Calgary, Alberta
www.globaltradecredit.ca



Products and services include a whole turnover or short-term multi-buyer policy, named buyer or short-term key account policy, single buyer or short-term credit insurance policy, medium-term credit insurance policy, excess of loss policy (XOL), and a political risk policy.

Government of Saskatchewan, Ministry of Trade and Export Development

Regina, Saskatchewan
www.saskatchewan.ca



Products and services include programs, services and policy advocacy that enables economic growth through trade, investment and export. It ensures that Saskatchewan's business and investment environment is competitive, and it develops strong brand recognition for the global marketplace.

Greater Saskatoon Chamber of Commerce

Saskatoon, Saskatchewan
www.saskatoonchamber.com



Products and services include committee involvement options, business development, seminars, speakers, benefit plans, export document certification, fuel discount programs, a merchant discount program, membership discount program, publications, membership roster, business education, mentorship program, and business referrals.

H

Hill Companies, The

Regina, Saskatchewan
www.hillcompanies.com

Products and services include property management and development, surety and insurance, radio advertising, oil and gas production, and manufacturing.



HSBC Commercial Banking

Saskatoon, Saskatchewan
www.business.hsbc.ca/en-ca

Products and services include import-related services such as documentary letters of credit, post - import finance, shipping guarantees, loans against imports, clean import loans, banker's acceptance finance, and transferable and back-to-back letters of credit. Export-related services include export documentary credit, advising, confirmation, negotiation and payment, collections, pre-shipment finance, post-export finance, purchase/discount of collection bills, loans against export, banker's acceptance finance, specialized services, Hexagon (electronic management), EDI solutions, trade solutions, international factoring, forfeiting, credit and risk insurance, without recourse export finance, forex and treasury services, and export receivables finance.



HSSA (Herb, Spice and Specialty Agriculture Association)

Saskatoon, Saskatchewan
www.CHSNC.ca

Products and services include tools to help specialty agriculture manage risk, be sustainable, manage environmental stewardship and meet buyer requirements. HSSA CHSNC includes member networking, public awareness, ongoing research of production, and market promotion of specialty agriculture from field and forest to shelf. HSSA is your center for education, networking, support, facilitation, research, and development of emerging specialty agriculture, both locally and nationally. They are highly committed to agriculture and processing best practices and share a passionate belief in building the "new ag" industry through related assistance and resources. They respectfully and confidentially connect with producers, wild crafters and processors to realize the 'field and forest to shelf' innovation. HSSA CHSNC begins and ends all its activities with respect for all from the field and forest to finished product.



Humboldt & District Chamber of Commerce

Humboldt, Saskatchewan
www.humboldtchamber.ca

Products and services include network opportunities, business promotion, promotion of the region, group benefits, a website listing, and business support.



Impact Marketing Services Ltd.

Saskatoon, Saskatchewan
www.impactmarketing.ca

Products and services include promotional products and corporate clothing.



Innovation Place

Saskatoon, Saskatchewan
www.innovationplace.com

Products and services include infrastructure to support the research, development and commercialization in science and technology.



J

K

Kindersley Transport Ltd.

Saskatoon, Saskatchewan
www.kindersleytransport.com

Products and services include LTL services throughout Canada, as well as international LTL service between Canada and the United States. Domestic flat deck truck service and US/Canada dry van truck load. Canadian domestic small parcel delivery service, temperature control service, warehousing and distribution, and third party brokerage.



Kintetsu World Express (Canada) Inc.

Delta, British Columbia
www.kwe.ca

Products and services include air freight, sea freight, customs brokerage, surface logistics and distribution (3PL) services.



KPMG LLP

Regina, Saskatchewan
www.kpmg.ca

Products and services include full service audit and accounting, risk management, business advisory, tax and KPMG Enterprise.



L

M

Manitoulin Global Forwarding

Leduc, Alberta
www.mgfgroup.com

Products and services include international freight forwarding services for both imports and exports via air and ocean, full container loads and less than container loads, assistance with less than truckload and truckload freight, over-dimensional, over-sized, specialized equipment, temperature controlled truck freight, global time critical solutions, customs brokerage, packaging and crating, and residential and commercial moving.



McKercher LLP

Saskatoon, Saskatchewan
www.mckercher.ca

Products and services include full service legal solutions with expertise in labour and administrative law, immigration law, corporate and commercial practice, civil litigation and taxation.



Mid Canada Transload Services Ltd.

Letellier, Manitoba
www.midcanadatransloadservices.com

Products and services include truck to rail transload services to the agriculture industry. Mid Canada Transload Services can ideally serve customers looking to ship 1-50 cars at a time. They have 20 X 250 MT bins and ready to store grain and load onto trains. Mid Canada's system is designed to eliminate cross contamination and can also unload hopper railcars and load onto trucks. They have warehousing and office space available for lease. Whether you need warehousing to consolidate shipments coming into Canada or want to consolidate shipments going south into the United States or Mexico Mid Canada is located in an ideal place. In addition, they have 250 acres to develop into whatever their customers' needs are.



MLT Aikins LLP

Regina, Saskatchewan
www.mltaikins.com

Services include full-service legal solutions with expertise in labour and employment law, administrative law, immigration law, technology and IP, corporate and commercial practice, civil litigation and taxation.

MLT AIKINS

WESTERN CANADA'S LAW FIRM

MNP

Regina, Saskatchewan
www.mnp.ca

Products and services include assurance and accounting, consulting, tax, corporate finance, enterprise risk, insolvency, investigative and forensic services, succession, training solutions, valuations, business management, market intelligence, mergers and acquisitions.



moneycorp Americas

Providence, Rhode Island
www.moneycorp.com

Products and services include reducing the impact of currency volatility through a tailored risk management strategy, reducing the number of lost/rejected wires and speeding up delivery of payments, improving efficiencies through an industry-leading technology/online platform, and significantly reducing fees and the overall cost of your global payments.

Moose Jaw & District Chamber of Commerce

Moose Jaw, Saskatchewan
www.mjchamber.com

Products and services include training and education, round tables, guest speakers, workshops, partnerships with education, promotion and information, product display opportunities, a business directory, community directory, focus on trade shows, official city map, member referrals, visitor information, merchant MasterCard, and national group insurance, including dental, life and medical.



N

National Bank

Saskatoon, Saskatchewan
www.nbc.ca

Products and services include a dedicated Manager of International Trade, advisory services, supply chain financing (accounts receivable and payable), trade finance, risk management, import/export services, foreign currency bank accounts - 15 currencies available - documentary collections, letters of credit/guarantee, foreign exchange, derivative products, and hedging strategies.



National Research Council Canada

Saskatoon, Saskatchewan
www.nrc-cnrc.gc.ca/eng/irap

Products and services include research and development support, state of the art research facilities, access to technology partners and technology licensing opportunities, international co-innovation project support, technical and business advisory services, and funding to help Canadian small- and medium-sized businesses increase their innovation capacity and take ideas to market.



North American Strategy for Competitiveness, Inc. (NASCO)

Dallas, Texas
www.nasconetwork.com

Products and services include a powerful voice leading the effort to Think North American, to keep North America constantly on the minds of individuals, industry, government agencies, legislators and the media.



NSBA

Saskatoon, Saskatchewan
www.nsbask.com

Products and services include a business association and services for members.



O

Oria Agriculture

Saint-Etienne-sur-Chalaronne, Burgundy
www.oriaagriculture.com

Products and services include a range of precision agriculture electronics and farming equipment. In addition to sales and distribution, they offer product training, parts sales, technical support, installations, repairs and warranty. Oria's European team is made up of people who have a passion for farming and a strong network in the agriculture industry. Oria's distribution network is comprised of knowledgeable, tech-savvy dealers and OEMs who value customer support and have a broad reach throughout Europe.



P

Percy H. Davis Customs Brokers

North Portal, Saskatchewan
www.percydavis.com

Products and services include customs brokers, custom clearance at all ports in Canada, international package express, and consulting services.



Powerland

Regina, Saskatchewan
www.powerland.ca

Products and services include a large application service provider (ASP).



Prairie Agricultural Machinery Institute (PAMI)

Humboldt, Saskatchewan
www.pami.ca

Products and services include a full range of engineering services, including lab and field testing of equipment, standards compliance, vibration, safety (ROPS and FOPS) testing, component and whole-vehicle durability testing, prototype machinery development, design services, concept development and 3D engineering modeling, prototype development, complete management of field testing programs in Canada, the US and overseas. PAMI works with clients to develop innovative technologies, and the intellectual property remains with the client.



Prairie Sky Chamber of Commerce

Warman, Saskatchewan
www.prairieskychamber.ca

Products and services include educational events, networking opportunities, and policy advocacy.



Prairies Economic Development Canada

Saskatoon, Saskatchewan
www.wd-deo.gc.ca

Products and services include capital services, Western Canada Business Service Network, business services, and alliances.

Funding to Increase Competitiveness Through Productivity and Food Safety



The **Canadian Agricultural Partnership (CAP)** suite of programs includes funding for the value-added sector:

- The **Food Safety for Processors Program** is designed to enhance and maintain food safety by providing assessments, education/training and rebates to food processors.
- **Product 2 Market: Value Added Program** helps grow the value-added sector by providing support to small-and medium-sized agri-businesses from product development through to marketing activities.
- The **Saskatchewan Lean Improvements in Manufacturing (SLIM) Program** provides funding to agri-businesses for infrastructure projects that improve productivity and efficiency.

To find out more about value-added programming under CAP, contact the Saskatchewan Ministry of Agriculture's Value-Added Unit.

Phone: 306-933-7694 **Email:** agrivalue@gov.sk.ca



MCKERCHER LLP BARRISTERS & SOLICITORS

Resourceful

McKercher LLP has a specialized team of lawyers and professional staff dedicated to providing advice to Saskatchewan's natural & renewable resource sectors. Our Resources Advisory Team provides value-added business and legal services including specialized mining agreements, acquisitions & dispositions, financing, regulatory & environmental issues, First Nations & government relations, and litigation.



SASKATOON
374 Third Avenue South
Saskatoon SK S7K 1M5
(306) 653-2000

REGINA
800 - 1801 Hamilton Street
Regina, SK S4P 4B4
(306) 565-6500

mckercher.ca

Prince Albert and District Chamber of Commerce

Prince Albert, Saskatchewan

www.princealbertchamber.com

Products and services include business intelligence, export document certification, committee and board volunteer opportunities, business contacts, benefit plans through the Chamber Group Insurance Program, educational opportunities and seminars, education on the current business market, and business development.



Q

Quadrant Newmedia Corp.

Saskatoon, Saskatchewan

www.quadrant.net

Products and services include custom software development for web and mobile, for open source application stacks (including BSD/Linux, Apache, Postgres/MySQL, Python) and iPhone (iOS) and Android, high performance, secure managed hosting and colocation with geographical distribution, replication, and DDoS scrubbing, UNIX system and internet security consulting. Quadrant also provides two SaaS suites: Smartsite MLM, a CASL-compliant high volume email communications service; and CAMS, an academic conference abstract review and management service.



R

RBC Royal Bank

Regina, Saskatchewan

www.rbc.com

Products and services include executing all trade transactions, handling all letters of credit, guarantees and documentary collections, consulting on a variety of services to facilitate your international trade transactions, risk mitigation associated with foreign buyers, extending payment terms to clients, and local market information in foreign countries.



Regina & District Chamber of Commerce

Regina, Saskatchewan

www.reginachamber.com

Products and services include group insurance, merchant services, advocacy, networking, promotion and much more.



Regina Airport Authority Inc.

Regina, Saskatchewan

www.yqr.ca

Products and services include international airport passenger service, commercial land leasing, fixed based operations, and cargo and related transportation services.



Regina Construction Association

Regina, Saskatchewan

www.rcaonline.ca

Products and services include construction information services, as well as policy development and lobby support between various levels of government.



Regina Fastprint

Regina, Saskatchewan

www.fastprintregina.ca

Products and services include business cards, labels, calendars, carbonless forms, door hangers, envelopes, flyers, index tabs, scratch pads, newsletters, postcards, presentation folders, product sheets, tent cards, manuals, invitations, catalogues, letterheads, business forms and wedding packages.



Reile's Transfer & Delivery

Fargo, North Dakota

www.reiles.com

Products and services include warehousing, order fulfillment, transportation, logistics, internet sales, FTZ, and rail transloading.



Ronco Freight International Inc.

Oakville, Ontario

www.roncofreight.com

Products and services include ocean freight, air freight, project cargo (oversized/out of gauge), customs, ground transport and warehousing, and export/import documentation services.



S

Saskatchewan Barley Development Commission

Saskatoon, Saskatchewan

www.saskbarleycommission.com

Products and services include the support and development of research, market development, and extension initiatives that ensure the long-term profitability and sustainability of barley for Saskatchewan producers.



Saskatchewan Canola Development Commission

Saskatoon, Saskatchewan

www.saskcanola.com

Products and services include providing value to Saskatchewan canola growers through investments in research, policy and promotion.



Saskatchewan Chamber of Commerce

Regina, Saskatchewan

www.saskchamber.com

Products and services include an advocacy organization that represents the interests of businesses to government and also provides networking opportunities for businesses to connect with government officials and vice versa.



Saskatchewan Craft Council

Saskatoon, Saskatchewan

www.saskcraftcouncil.org

Products and services include contemporary fine craft, gifts, corporate gifts, online shopping, private gallery tours, workshops, seminars and lectures, publications, business development, and marketing opportunities.



Saskatchewan Economic Development Association (SEDA)

Saskatoon, Saskatchewan

www.seda.sk.ca

Products and services include classroom based and online community and economic development training, various programs designed for communities, and annual conferences and networking events



Saskatchewan Flax Development Commission

Saskatoon, Saskatchewan

www.saskflax.com

Products and services include the promotion and enhancement of flax production and value-added processing of flax products.



Saskatchewan Forage Council

Vanscoy, Saskatchewan

www.saskforage.ca

Products and services include a co-operative to enhance the province's forage and grassland industry - including production, harvesting, utilization and marketing - and an active role in priority setting and forage-related research initiatives.



Saskatchewan Forage Seed Development Commission

Eagle Ridge, Saskatchewan

www.saskforageseed.com

Products and services include funding/co-funding basic and applied research programs investigating solutions for production problems, improving new annual, biennial and perennial forage seed crops adapted to the Saskatchewan environment, and supplying market demand. SFSDC provides administration services for production demonstration trials, transfers knowledge to forage seed growers and industry through its website, newsletters, and magazines mailed to all levy-paying producers, and advises the government on matters pertaining to forage seed research, production and development.



Saskatchewan Fruit Growers Association (SFGA)

Saskatoon, Saskatchewan

www.saskfruit.ca

Products and services include research, market orientation, prairie-wide cooperation, premium quality products, and industry representation.



Saskatchewan Industrial &

Mining Suppliers Association Inc. (SIMSA)

Saskatoon, Saskatchewan

www.simsa.ca

Products and services include representing 160 members, over \$14 billion in annual revenues, and over 14,000 employees in Saskatchewan.



Saskatchewan

Interactive Media Association (SIMA)

Regina, Saskatchewan

www.saskinteractive.com

Products and services include support for interactive producers, developers and designers.



Saskatchewan Media Production Industry Association (SMPIA)

Regina, Saskatchewan

www.smpia.sk.ca

Products and services include a voice in SMPIA through its board of directors, committees and annual general meetings, weekly newsletter (E-Buzzzz) and inclusion in the SMPIA online membership directory (including resume and headshot); access to events such as Showcase, SMPIA's Annual General Meeting, volunteer recognition, various festivals, workshops, socials and more; discounts on SMPIA programs and events; voting rights at general meetings; seeking nomination to SMPIA's board and participation on SMPIA committees; access to professional development opportunities and services; and inclusion in the semi-annual Saskatchewan Production Guide.



Saskatchewan Oat Development Commission

Regina, Saskatchewan

www.poga.ca

Products and services include research, market development, policy work, building industry partnerships and communications with oat growers, consumers and government.



Saskatchewan Pulse Growers

Saskatoon, Saskatchewan

www.saskpulse.com

Products and services include SPG programming divided into four major areas, including communications, research and development, market development, and variety commercialization, funded by the mandatory levy.



Saskatchewan Wheat Development Commission

Saskatoon, Saskatchewan

www.saskwheat.ca

Products and services are divided into four primary areas of focus that contribute to profitable and sustainable wheat production for Saskatchewan farmers: research, market development, advocacy, and grower relations.



Saskatoon & Region Home Builders' Association, Inc.

Saskatoon, Saskatchewan

www.saskatoonhomebuilders.com

Products and services include an industry association for homebuilding and renovation.



Saskatoon Berry Council of Canada (SBCC)

Moose Jaw, Saskatchewan

www.saskatoonberrycouncil.com

Products and services include the advancement and promotion of the Saskatoon berry industry both domestically and internationally.



Saskatoon Prairieland Park

Saskatoon, Saskatchewan

prairielandpark.com

Products and services include food and beverage, technical production services, equipment and electrical services, and everything needed for a successful event.



Saskatoon Regional Economic Development Authority Inc. (SREDA)

Saskatoon, Saskatchewan

www.sreda.com

Products and services include the facilitation of growth and diversification of the Saskatoon Region's economy.



SaskOrganics Association Inc.

Regina, Saskatchewan

www.saskorganics.org

Products and services include support and assistance for certified organic farmers, processors and consumers of certified organic products.



Swift Current Chamber of Commerce

Swift Current, Saskatchewan

www.swiftcurrentchamber.ca

Products and services include professional services.



TD Bank Commercial Banking

Regina, Saskatchewan
www.td.com

Products and services include the provision of credit, electronic cash management and investment management services, expert advice regarding letters of credit, export financing, and documentary collections, as well as controlling risks associated with fluctuating foreign exchange rates, for large, medium, and small businesses.



Transport Services & Logistics Canada Ltd.

Saskatoon, Saskatchewan
www.tslworldwide.com

Products and services include international freight forwarding and logistics.



Wellspring Growth Systems

Winnipeg, Manitoba
www.wellspring.co

Products and services include leadership team growth coaching services, which are unique from other forms of business, leadership and executive coaching, in that the company: 1) supports the whole leadership team with their decision-making and development; 2) provides best practice tools and guidance from the world's best business thought leaders that are scaled down for mid-size companies; and 3) takes a holistic and integrated approach that gets to the root causes of top team challenges, stymied company growth and CEO frustration.



WESK - Women Entrepreneurs Saskatchewan

Saskatoon, Saskatchewan
www.wesk.ca

Products and services include one-on-one business advising, a unique financing program for majority female-owned businesses, exciting networking events, and small business training offered in a variety of formats, including luncheons, full and half-day workshops, and free webinars. WESK also offers expert advice in marketing, legal, accounting and human resources through its All Access Expert Advice program. WESK's three core programs - Matchstick, The Exchange, and Founders Table - were designed specifically for Indigenous women entrepreneurs, women in technology, and established women entrepreneurs looking to scale. Applicants for these programs are accepted on a yearly basis. These three programs provide mentorship, training and a support network of like-minded entrepreneurs.



Western Litho Printers

Regina, Saskatchewan
www.westernlitho.ca

Products and services include a wide range of services in both printing and bindery, encompassing everything from complex four colour books to simple one colour letterheads.



Weyburn Chamber of Commerce

Weyburn, Saskatchewan
www.weyburnchamber.com

Products and services include policy research, advocacy, education, and networking events.



Wiegiers Financial & Benefits

Saskatoon, Saskatchewan
www.wiegiers.ca

Products and services include corporate financial planning, business coaching, group benefits consulting, group retirement services, personal financial planning, tax planning, estate planning, retirement planning, and insurance planning.



Xports International Inc.

Crystal City, Manitoba
www.xportsinternational.ca

Products and services include importation of live cattle, semen and embryos, livestock handling equipment, facility building supplies (waterers, gates, panels, etc.), consulting services (such as project management), and educational seminars.



Yorkton Chamber of Commerce


Yorkton, Saskatchewan
www.yorktonchamber.com

Products and services include advocacy on behalf of members, engagement with city council to discuss issues and opportunities for the business community, and contact with the provincial and federal governments about their respective policies and the impact they have on Yorkton and area businesses.



Zap Creative

Saskatoon, Saskatchewan
www.zapcreative.ca

Products and services include branding and strategy, website design, marketing, search engine optimization, packaging design, and graphic design. 



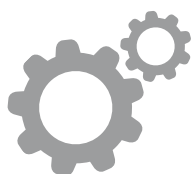
ADVERTISING IN GLOBAL VENTURES

Special rates and opportunities



For more than a decade, **GLOBAL VENTURES** has introduced Saskatchewan to the world, profiling STEP members' innovative products, services and achievements, along with the latest policy and trade news and information. GV will continue to serve the province and its members as we enter a new decade of success with the magazine.

2022



Each issue of **GLOBAL VENTURES** magazine reaches **5,000 international, national and provincial exporters, contacts and businesses** (3,500 electronic international business contacts).



Business Features are an excellent opportunity to market your product, service or company to those that are either engaged in or entering the international trade sector. They are also available in one and two page formats that include an article and full-colour advertisement.



Business Advisors deliver an effective, targeted advertising message, focusing on issues such as the legal, accounting, financial, administration and other items related to the international trade industry. They are available in one and two page formats that include an article and full-colour advertisement.



NOTE: all Business Features and Advisor Columns are also promoted on STEP's Twitter, Facebook and LinkedIn social media pages during the month of publication.



www.sasktrade.sk.ca

CONNECTING **SASKATCHEWAN** BUSINESS WITH THE WORLD.



By: Kayla Guerrette

THERE IS A LOT of great science out there that isn't being applied into new technology. This fact inspired Monique Simair to create Maven Water & Environment as she noted that when you look around there is so much good science happening, but academic science is not necessarily being translated to real world applications. Looking more closely at this issue, she asked herself why it was not being done.

"We know the science makes sense," said Simair. "But why aren't we using it? And, so that is the starting point where I approached it. I started looking at all the different parts of the science and put it together into something that could actually function as a product and service."

That started over a decade ago with her first company, which was successfully sold and still operates in Saskatchewan. The technological revolution advances now with her new company, Maven Water & Environment.

"I realized that in the water treatment sector for mining there is a really big opportunity for more modern approaches," she said. Compared to municipal treatment, the mining sector is at the leading edge of technology development and investing in new ideas to further improve practices. This is necessary to meet the ever changing regulations, which are usually more strict than the ones cities must meet.

The team consists of scientists and engineers who are known for their speciality of passive and semi-passive water management and treatment strategies at mining operations. Instead of using chemicals and electricity, the firm has turned to more natural processes.

Simair said that "Maven's special science is in ensuring the biological treatment systems are not only sustainable but also robust and predictable in treating water." She added that it provides mine opera-

tors a way to eventually close their site, while ensuring water resources remain protected at the end of the mine life cycle.

"In scientific terms, the foundation of our processes is referred to as biogeochemistry," explained Simair. "It's understanding how microbes and minerals all interact together. By understanding these interactions, we can work with the natural microbes to give them a habitat or food that they like, so they end up doing the work that we want done."

"We have... developed a way to clean oilsands water using very specifically designed constructed wetlands. Through a multi-year collaboration... Environment Canada confirmed that our system removed toxicity... [meaning] the water was no longer toxic to fish."

- Monique Simair, CEO, Maven Water & Environment

Maven Water & Environment offers a variety of services and technologies. Maven is a blend of consulting firm, technology developer, contract research organization, and service provider. This means they advise mines about opportunities for water treatment and water quality improvement, and they can also design, build and operate the treatment systems using technologies they develop.

Simair is quick to note that Maven is "technology agnostic," applying whatever combination of water treatment technologies are best for the

CLEAN WATER for a Greener Future

Modernizing water management and
treatment strategies for the mining sector



site, and they rely on a wide network of collaborators for other technologies, including conventional chemical, physical and active treatment. Their focus is on modernizing semi-passive water treatments and the integration of these technologies with traditional active treatment. The firm often collaborates with other experts and water treatment technology providers for projects when the need is there.

The firm has a state-of-the-art 8,000 square foot treatability testing centre with laboratories and environmentally-controlled growth chambers that allow them to do custom treatability studies. This is a one-of-a-kind facility, that enables them to mimic mine site conditions and waters from around the world.

One of their unique technologies is the mFlex mobile pilot-scale testing units, which are a first of their kind, developed with funding from Innovation Saskatchewan. The mFlex units enable pilot-scale treatment wetlands and bioreactors to be built and commissioned at Maven that are then shipped to mine sites for site-specific testing and optimization.

Maven has also brought semi-passive water treatment into the technology era, developing software to predict water treatment abilities of constructed wetlands and bioreactors and using IoT (internet of things) and big data to improve system monitoring and optimization.


“We built a bunch of software in order to be able to model treatment better. A client can give us water chemistry with flows and targets for treatment, and we can model what passive or semi-passive systems will work best. It’s important to know what size will be needed, what is the maximum concentration that can be treated, maximum flows, and so on. This way, we can develop a plan that can be used for wa-

ter treatment over decades or longer after the mine has closed.”

Simair said that although the company is only a few years old, it is already working in countries all over the western hemisphere, and her goal is to grow into a team of a 100 over the next few years.

With national and global goals to decarbonize and decrease CO₂ footprints, more mining is needed to produce the materials and batteries required to achieve these goals. For this to happen, companies like Maven are necessary to ensure water is not traded for CO₂ goals.

People are often surprised by the range of things that can be treated using Maven’s natural methods. “We can treat cyanide, ammonia, nitrate, metals, uranium and selenium, which are currently all over the news in Alberta,” said Simair. “We do a lot of work with selenium, including helping improve or fix systems that were designed by others and may not be hitting targets.”

“We have also developed a way to clean oilsands water using very specifically designed constructed wetlands. Through a multi-year collaboration, we were able to systematically improve treatment wetland designs and function to a point where our collaborators, Environment Canada, confirmed that our system removed toxicity. This means that the water was no longer toxic to fish after treatment in our custom wetland. This information is published openly in peer-reviewed scientific literature, and we hope to get it into the oilsands full-scale soon.” 



STEPNOTES

STEP members with noteworthy news are invited to share it through the **Global Ventures BIZNotes** section. For more details or to submit content/photos, please contact Heather Swan, Manager - Marketing & Communications at 306-529-7245 or hswan@sasktrade.sk.ca.

SASKTRADE Virtual Showcase III



Wednesday, January 19, 2022

7:00 AM - 6:00 PM CST

REGISTER: <https://sasktradeshowcase.com>

STEP is launching the third edition of the **SaskTrade Showcase** - an innovative B2B event and virtual trade show highlighting products and services from Saskatchewan's world class suppliers. The next event will take place on Wednesday, January 19, 2022 from 7:00 am - 6:00 pm CST.

With over 2,400 attendees from 80 plus different countries, the first two events were a great opportunity for international buyers to connect with Saskatchewan exporters. STEP members are encouraged to register for the January 2022 event. Members who attended the previous virtual events are more than welcome to attend again and re-connect.

During the one-day live event, registrants will have the unique opportunity to discover new and innovative products and services, attend quality webinars, and connect directly with Saskatchewan suppliers - all without leaving their office or home! The event will feature more than 250 world class suppliers in five virtual exhibition halls, including:

- Agricultural Technology & Equipment Hall
- Energy & Mining Hall
- Food & Agriculture Hall (2)
- Technology & Services Hall

Register immediately to browse the exhibit halls and set up B2B meetings for the "live" event. Registrants will also be able to view informative and engaging webinars on emerging industry trends and technologies. Plan to attend the live day to participate in the interactive exhibits.

Register today at <https://sasktradeshowcase.com>.

*Happy Holidays from
STEP's Board of Directors,
management and staff,
wishing you, your employees
and families a safe, joyous
holiday season and a
prosperous New Year!*



The HONEYCOMB Model



OVER A DECADE AGO, in 2011, a group of Canadian professors devised a model to review the effectiveness of social media. The goal was to identify the reasons for engagement on social media platforms. The research, conducted by Jan Kietzmann, Kristopher Hermkens and Ian McCarthy, helped develop the “Honeycomb model,” named after the formation of its diagram shape that comprises the building blocks.

Since its inception, the Honeycomb model has provided a framework to build the foundation of many social media campaigns we see today. The seven blocks that make up the framework are as follows:

1. **Identity** - the extent to which users reveal themselves;
2. **Conversations** - the extent to which users communicate with each other;
3. **Sharing** - the extent to which users exchange, distribute and receive content;
4. **Presence** - The extent to which users know if other users are available;
5. **Relationships** - The extent to which users relate to each other;
6. **Reputation** - The extent to which users know the social standing of others and content; and
7. **Groups** - The extent to which users can form communities and sub-communities.

You can use some or all of these seven blocks based on your marketing goals. The metrics gathered will help you understand what your audience is paying attention to within your social media ecosystem.

Start by asking, “How do you want your audience to engage with your brand content?” The framework is a model to ignite conversations, each of a different type, based on the building block you focus on. Let us dig deeper into each of the blocks.

Identity

With a click of a button or a swipe, we compromise our privacy for convenience. To protect privacy, we have guidelines and legislation that enforce marketers to prevent abuse of user data. To gain confidence from your audience, you have to balance protecting their privacy and allow minimal sharing of identities between platforms.

Accurate and up-to-date data is like gold to data-driven online apps. Your audience's information about their identity is crucial when conducting social media marketing campaigns. Platforms like Facebook (or Meta) allow advertisers to leverage identity traits and behavioural insights for promotional purposes.

Conversations

Interactivity is a vital part of social media. We wouldn't have “duck faces,” and Donald Trump would not have become president without it. Understand and evaluate how your audience is conversing on each

platform and to what extent the engagements reach. Each social media platform has its own agenda, and by making use of timely and customized content, you can benefit with greater attention. By utilizing social media listening tools, you can track trends and get conversational insights that can help you better shape content for your target audience ([Optimize.net](https://optimize.net) is a good source).

Sharing

The universal rule that applies to all major social media platforms is: **shared content scores higher in social media algorithms** (the learning brains of apps). Endorsement of content requires users to put their reputation on the line to share their voice and be heard. There is a lot at stake when sharing. Not only do you have to have a compelling reason to do so, but it also shapes your digital identity over time. Brands that go deep and develop a powerful meaning to their customers can become highly conversational and shareable.

Presence

Real-time, live feeds, instant updates and direct message notifications are examples of promoting a user's presence. It is the reason why Google acquired YouTube in its time and Facebook acquired Instagram. These platforms enabled “presence” by putting the spotlight on the user. Today, TikTok is the fastest growing platform because it takes presence and spotlight to a new level. A good rule of thumb is to go where your audience is getting the highest level of dopamine hit (in a good way).

Relationships

We form a relationship when we have something in common to share, explore and believe. Understand how your audience connects, what values they share, and how your brand value can resonate with theirs?

Reputation

People like to be associated with those that have a good reputation. Building your reputation is crucial for extending your brand on social media. It can be a competitive advantage, especially when the medium of transaction or interaction is online because that is where your audience has to go.

Groups

Communities can consolidate all the blocks of the Honeycomb model. Engaged users in communities can become brand evangelists that are a force to be reckoned with. It can take a lot to start, grow and scale a community, and it can also be the most potent part of your social media marketing strategy if done right.

To learn more about tools and apps, you can use to supplement each block of the Honeycomb Model, visit our blog at www.2Web.ca.



HIGH PERFORMANCE DIGITAL EXPERIENCES THAT DRIVE GROWTH

VISIT: 2web.ca





Explore New Markets • Grow Your Business

BUILD CONFIDENCE



“TAP allowed us to hear from industry experts and gave us a place to go when we come across questions along the way. This allowed us to accelerate growth much more quickly and effectively.

- KBI Seed Processing

BY: BILL ARMSTRONG

The Trade Accelerator Program, often referred to as TAP, is offered by STEP to businesses seeking growth opportunities in export markets. A typical cohort includes two representatives from each business to a maximum of 24 participants.

The two-month learning process includes intensive sessions on topics such as strategic planning, capacity building, supply chain management, and international finance, marketing, tax and legal considerations. Participants are also introduced to business-to-business contacts and advisory resources.



During the workshops and as “homework” between sessions, the representatives of each business develop an export plan that is then assessed by a trade expert, followed by a meeting with a mentor who provides tailored feedback on the plan.

Lucas Olenick, marketing manager for Saskatoon-based Wilger Industries, and Tamara Hildebrandt, part-owner and general manager of KBI Seed Processing, located at Manor, “graduated” from the TAP program in the spring of 2020 and 2021, respectively.

Olenick explained that Wilger Industries, which manufactures sprayer components and parts for agricultural and golf course markets, participated in TAP because, “Our business was at a critical juncture of improving international markets. It was the right timing at the right place.”

He added that the company’s general manager Sean Georget worked to refine who Wilger Industries is. There are so many applications for its products, Olenick explained, that it can lead to “analysis-paralysis,” stretching the company’s resources beyond its ability to service all of its products well.

Nearly 96 per cent of TAP participants declared themselves better prepared to do business internationally upon completing the program.

What emerged from the process, Olenick said, was a 35-page export plan that focused on three key market areas, combined with reassurance from experts at a workshop, giving them confidence that the plan could be executed and scaled up in a measurable way.

“The clear and concise language in our plan provides a consistent message ensuring customers are treated very well, and it has been adjusted for different countries and targets with less work than would be required for a full re-do,” he said.

Using the export plan as a framework, Olenick said that Wilger has developed new export business that now exceeds 50 per cent of its domestic business. “The plan is a living document that will continue to shape our export market growth.”

While Wilger Industries was established in 1976, KBI Seed Processing is a recent venture, but one that is focused on growth, said Hildebrandt. With the TAP program, she added, KBI was looking for expertise and industry contacts to help with exporting its products into new markets.

“Not only were we able to increase our understanding of exporting, TAP introduced us to an index of knowledgeable people and other resources that we did not have prior knowl-

edge of. I have contacted many of them since completing the program.”

KBI was part of a digital cohort that completed the program online. While in-person events provide many opportunities for networking, online delivery enabled one of the company’s four partners to participate from Texas, which wouldn’t otherwise have been possible, Hildebrandt noted. It also eliminated travel time from KBI’s home base in rural Saskatchewan.



“STEP did a great job running the program very smoothly online,” she said. “It was obvious they had spent a lot of time and energy ensuring that the value of the program was there.”

KBI continues to develop its growth plan and make adjustments as new information appears, said Hildebrandt. And, if questions or unknown territory pop up, the company reaches out to STEP and the other contacts made through the TAP program.

“TAP allowed us to hear from industry experts, and it gave us a place to go when we come across questions along the way,” she said. “This allows us to accelerate growth much more quickly and effectively. I would highly recommend to any small business that is looking to expand their international marketing opportunities to devote the time required to take the TAP program. It will save you a lot of time and money in the long run.”



Boreal Heartland™

Wild Products for the World Through Local Hands™



Northern Saskatchewan is known for many things - pristine forests, lakes and streams, mining operations, outfitters - and now you can add non-timber forest products to the list. Boreal Heartland Herbal Products Inc. is an Indigenous owned and operated business in Air Ronge that is using plants from the boreal forest and turning them into a variety of teas and mushroom products for sale across Western Canada.

"We were looking at economic development sectors, and we came across non-timber forest products. We thought there was some room to grow that sector in northern Saskatchewan. We were intrigued with what we saw, and we thought there was an opportunity," said Randy Johns, Manager of Boreal Heartland.

Boreal Heartland is an initiative of the Keewatin Community Development Association, a northern, non-profit dedicated to supporting career, education, business and economic development in northern Saskatchewan. Johns, who is also Keewatin's CEO, said Boreal Heartland began in 2017 to provide sustainable income opportunities for local people, showcase the abundance and intrinsic value of boreal forest flora, and ensure all aspects of the business promote environmental and social sustainability.

As Keewatin assessed the non-timber products market, Johns said that the food and beverage area looked to be the most promising. With plants readily available to create teas and other products and a relatively easy process to market them to small retail outlets before approaching larger and well-established food corporations.

Today, the company produces four different types of teas - Energization, Restoration, Relaxation and Labrador (a traditional outdoor tea) - as well as dried chanterelle mushrooms. These products can be found in health and specialty food stores throughout Western Canada and increasingly in eastern Canada. It also produces co-branded teas for Federated Co-operatives Ltd.

"People really gravitate towards our products because of the natural and pristine environment that they come from," explained Johns. "People also gravitate towards us because it's a good economic development story and a lot of people are thinking about reconciliation. People like to support it because they can help benefit Indigenous people."

The process begins in late fall when company staff begin to assess the market potential for the upcoming year, the plants that will be required to meet that demand, and what the growing season is expected to produce. Once those amounts have been determined, the company tees up its harvesters to bring in plants from June to August.

The harvesters are typically local people who work on their own time and get paid by the pound. Some harvest by the truck load, while others are families with kids who bring in boxes or bags. Johns said this can amount to someone's livelihood, become a teenager's first cheque, or provide a great family activity with the bonus of getting paid.

Most plants have a number of uses in Indigenous traditions, but Johns estimates that about 35 plant varieties have commercial appeal. Sustainability of harvest is a primary consideration, so not all can be harvested as they don't exist in sufficient quantities to meet large-scale demand. The part of the plants used varies according to the products. Sometimes the entire plant is used, sometimes the leaves, sometimes the stem, and sometimes it's the roots.

Before embarking on an expedition, harvesters are educated on potential hazards, including bears, what to do if you become lost, and how to identify and pick the correct plants. Although most harvesters are familiar with the area, the company wants to ensure that everyone operates in a safe and sustainable manner.

Once the plants are brought to the company, they are dried and processed. "We have to ensure that the drying is done correctly because if you don't, you can get mould. We keep an eye on the drying, and when it's completed, we grind it using one of our hammer mills. Then it goes into storage as ingredients for our packaged products," said Johns.

After the processing is completed, the company combines the ingredients into different blends. They currently sell the teas as loose-leaf, but they are planning to introduce their blends in teabags in 2022. The northern scenery on the boxes is part of the Boreal Heartland branding, which really makes them stand out on the store shelves.

"Our flagship teas blend herbs that were traditionally consumed by Indigenous people for thousands of years for their healthfulness and flavor. We also supply fresh and dehydrated golden chanterelle mushrooms which are considered a gourmet product by those in the know," said Johns.

Now that the company has experienced its first few years of success, Boreal Heartland is looking to expand its product line into more stores. It's also looking to expand its product line to include ready to drink teas and soups, as well as spices as the wild flavor sets them apart in the marketplace.

For more details or to order their products, visit borealheartland.ca.



Boreal Heartland™
Wild Products for the World Through Local Hands™

For more information go to
www.borealheartland.ca



*Natural products from the pristine **boreal forest***

***Sustainably and ethically harvested**
in northern Saskatchewan*

Indigenous owned and operated

*Find our products in **specialty food**
and **health stores** across Canada*

SaskTrade

SHOWCASE

Virtual Showcase III

Wednesday, January 19, 2022 | 7:00 AM - 6:00 PM CST



Over 250 world class suppliers will be showcased through five virtual exhibition halls:
Agricultural Technology & Equipment | Energy & Mining | Food & Agriculture (2) | Technology & Services

More than **2,400 attendees** from 80+ countries
attended STEP's first two SaskTrade Virtual Showcases.

Register now to browse the exhibit halls and set up
B2B meetings for the "live" event on January 19, 2022.



REGISTER: <https://sasktradeshowcase.com>

THE POWER OF PRINT

CREATE CONTENT THAT CAPTURES YOUR CONSUMER'S
ATTENTION, AND RESONATES BEYOND THE SENSES!



WESTERN
— LITHO —
PRINTERS

POSTERS • MAGAZINES • PAMPHLETS • EVENT TICKETS • BUSINESS CARDS
PROMOTIONAL ADVERTISING • BANNERS & SIGNS OF ALL KINDS - WE PRINT IT ALL

306-525-8796 | 300 DEWDNEY AVE, REGINA