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**Missions commerciales**  
de l'Université Laval

## **ECONOMIC TRADE MISSION**

**Warsaw & Krakow**

**From May 13<sup>th</sup> to May 31<sup>st</sup>, 2019**

## **PRESENTATION OF THE 13 CANADIAN COMPANIES**

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**Trade Agent:** Michael Bélanger

**Industry:** Recreational vehicles

**Mandate:** Strategic market analysis

**Company Overview:**

Bombardier Recreational Products Inc. is a Canadian manufacturer of recreational vehicles headquartered in the town of Valcourt, Quebec. This company sells its products worldwide with a portfolio that includes industry-leading and distinctive products such as Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft boats, Manitou pontoons, Evinrude marine propulsion systems as well as Rotax engines for karts, motorcycles, and recreational aircraft.

**General Objective:**

The main objective of the mandate is to establish an action plan to take full advantage of the new 3WV legislation and the arrival of Ryker to increase sales in Poland by working jointly with the company's distributor, Taurus.

**Specific Objectives:**

- Analyze market distribution for the recreational vehicle industry in Poland;
- Compare BRP's current dealer network with those of its competitors;
- Explain dealers' drawbacks on selling 3WV in Poland;
- Extract maximum information from current BRP dealers, competitors' dealers, potential dealers and consumers;
- Make recommendations to Taurus based on these analyses;
- Let dealers know that they have potential meaningful business in their hands;
- Identify dealers that could increase their sales volume for Ryker without compromising other products (i.e., by refocusing internal resources, hiring new employees, optimizing showrooms, etc.);
- Bring Taurus and BRP possible marketing strategies;
- Identify customer groups with the highest potential.

**Trade Agent:** Naomih Dalpé

**Industry:** Software solutions for the management of EHS

**Mandate:** Prospecting clients for the EHS software on the Polish market

**Company Overview:**

CONFORMiT is a leading global Environmental, Health & Safety Management (EHS) solution that puts the power of EHS Risk Management in the hands of the workforce. With 30 years of experience, CONFORMiT addresses the issues of strategic EHS management and the execution of EHS processes in the field. By addressing critical needs in terms of risks, the CONFORMiT software helps companies of all sizes and industries manage their EHS regulatory obligations, minimize risks and provide clear savings of time and money.

**General Objective:**

Target and meet potential customers in the Polish market in order to commercialize the CONFORMiT software.

**Specific Objectives:**

- Analyze market trends in these sectors: mining, metallurgy, pulp and paper, transportation, manufacturing, food, oil, gas and chemicals, energy, etc.;
- Analyze HSE risks according to the targeted industries;
- Identify health, safety and environmental laws, standards and practices in the targeted sectors;
- Target competitors and potential customers;
- Analyze and select the best mode of entry to contact targeted companies in Poland;
- Carry out a marketing campaign before the mission;
- Evaluate the commercialization possibilities of the CONFORMiT software in Poland.

## Dimension Composite



**Trade Agent:** Rosalie Mercier

**Industry:** Transportation

**Mandate:** Acquisition of a composite company and prospection of potential customers

### **Company Overview:**

Dimension Composite Inc. has several years of experience in manufacturing industrial parts and composite molds. They mainly target the production of components included in the assembly of industrial and commercial products, through the design of molds. Based on the customer's plans and specifications, Dimension Composite's multidisciplinary team offers a range of technical solutions that will ensure optimal manufacturing, assembly and ease of use.

Their aim is to enable their customers to carry out the most complex projects in a respected time frame that meets their clientele's requirements. Dimension Composite is a company that meets the challenges of the new competition rules in terms of quality, flexibility, reliability and efficiency.

### **General Objective:**

The mandate for Dimension Composite Inc. will be, as a first step, to identify a company with the potential to be acquired in order to become more competitive on the European market. Second, it will be necessary to start a customers' prospection and meet with the Polish divisions of existing customers in order to present Dimension Composite, its expertise and the quality of its products.

### **Specific Objectives:**

- Identify companies with the potential to be acquired (expertise, location, financial situation, etc.);
- Analyze market trends in the sector;
- Analyze and target the best method of entry (composite business and market segments to target);
- Focus on potential customers mainly in the transportation sector (specialized, recreational and composite vehicles).

## Enviro-STEP Technologies



**Trade Agent:** Sarah Dubuc

**Industry:** Onsite wastewater treatment

**Mandate:** Market study to evaluate business opportunities in Poland

### **Company Overview:**

Enviro-STEP Technologies offers a complete line of technologies specifically developed for onsite and decentralized wastewater applications. Should it be for a home, cottage, business, residential development project or community, Enviro-STEP Technologies has developed innovative solutions to meet specific needs.

The company wants to offer their clients the most simple, robust and performing technologies for them to comply with the most stringent environmental requirements. The experience they wish to offer is one of complete satisfaction, not only on the technology side and on the affordability of their solutions, but before, during and after the sale.

### **General Objective:**

The main purpose of the mandate is to do a market study on wastewater treatment in Poland in order to find the best way for Enviro-STEP Technologies to start exporting its products to Europe.

### **Specific Objectives:**

To gather information on the following subjects:

- Business environment and culture in Poland;
- Sectors of the conception, production, and installation of wastewater systems;
- Laws, norms, and certifications related to wastewater treatment systems;
- Current technologies developed in Poland;
- Potential partners and clients for Enviro-STEP Technologies;
- Main competitors of Enviro-STEP Technologies in Poland;
- The best way to successfully penetrate the Polish market.

# Ingeno



**Trade Agent:** Sophia Garneau

**Industry:** Application design and development

**Mandate:** Labor recruitment in Poland

## **Company Overview:**

Ingeno is a company based in Quebec in the field of information technology. They develop tailor-made software solutions for companies. They also work with Silicon Valley-inspired methods to deliver innovative solutions and high-level expertise to their customers. All development specialists are based in Quebec City and work on Canadian and American client projects.

The mission of the company is to unleash the potential of business through innovative leadership, a culture of trust and stronger software. They empower the team to think, challenge and find innovative solutions.

## **General Objective:**

First, it will be necessary to define the country's business culture to present the job offer in the best way possible. In addition, we will need to define the desired candidate profile and develop a job description. We will also develop a sales strategy and HR marketing content to promote our on-site interviews.

## **Specific Objectives:**

- Define the desired candidate profile (job description);
- Define the country's business culture to present the job offer in Quebec;
- Establish a strategy for scheduling and conducting on-site interviews;
- Search for potential candidates on available platforms (LinkedIn and others) and collect resumes;
- Researching partner companies in the recruitment field to publish the offer so that people interested in coming to work in Canada can show their interest;
- Qualify and select potential candidates.

# Les Plastiques Évolupak



EMBALLAGE ALIMENTAIRE INNOVANT

**Trade Agent:** Anthony Racine

**Industry:** Recyclable food packaging

**Mandate:** Seeking partners to import raw materials related to production

## **Company Overview:**

Les Plastiques Évolupak Inc acts as an innovative company in the field of food packaging. This business is specialized in the manufacture of packaging containers for the food, medical and commercial industries. The company distinguishes itself by offering products made of 100% recycled material in order to reduce their ecological footprint.

## **General Objective:**

The main objective of the mandate is to find companies that could supply PET plastic raw materials and make a thorough evaluation of the potential suppliers in order to allow the company to conclude agreements to supply raw materials. Finally, a secondary objective is to search for potential candidates to fill specialized labor positions within the company.

## **Specific Objectives:**

- Complete a market study for the packaging sector in Poland;
- Search for suppliers that meet the requirements of the company;
- Meet post-production plastic suppliers. Obtain quotes and terms of delivery;
- Establish a list of potential contacts in order to lower manufacturing costs, meet the production needs and gather suppliers in Poland;
- Evaluate the possibility of developing import agreements with local companies and qualify the relevance of these;
- Conduct a search for potential labor candidates meeting the company's criteria;
- Collect and compile resumes of potential candidates.

## Logiag



**Trade Agent:** Rébecca Beaulieu

**Industry:** Agronomic support

**Mandate:** Market study, clients and partners prospecting

### **Company Overview:**

Logiag is an innovative agronomic support company founded in 1999. The company's mission is to support the implementation of sustainable agricultural practices. Logiag has a team of 30 employees and 20 resource people working in its network of partners. In addition to environmental fertilization plans, Logiag offers several other services including GPS sampling, microtopographic plotting, land-leveling plans and soil erosion control.

The Logiag team has developed the LaserAg technology that is the object of the trade mission mandate. LaserAg is a new method to analyze soil and plant material samples employing Laser Induced Breakdown Spectroscopy (LIBS). This technology allows for a significant reduction in soil laboratory analysis costs and improves logistics. The first commercial machine is installed at Environex-Eurofin Canada Laboratory in Longueuil, Québec and is expected to be used commercially in the near future.

### **General Objective:**

The main objective of the mandate consists in the realization of a market study on soil and plant material technologies in Poland with the purpose of determining how Logiag can successfully commercialize the LaserAg technology.

### **Specific Objectives:**

- Evaluate the possibility for the LaserAg technology commercialization in the Polish market;
- Form partnerships with local research centers, laboratories or other actors who might be interested in the LaserAg technology.

**Trade Agent:** Rachid Joseph Traoré

**Industry:** Pharmaceutical (vaccines)

**Mandate:** Labor recruitment and market analysis

### **Company Overview:**

Founded in 1999, Medicago is a pioneer in the production of plant-based vaccines. After more than 20 years of R&D, it aims to revolutionize the vaccine and treatment market.

### **General Objective:**

The mandate will be in two parts. The first part is recruitment. It involves organizing a recruitment process from the job offer to the on-site interview. The second part is a market analysis to tell if Poland is a market that Medicago should explore when it will launch its seasonal flu vaccines.

### **Specific Objectives:**

Recruitment:

- Evaluate the Polish market in terms of the human resource profiles that interest Medicago, namely pharmacy researchers with business experience;
- Identify the right organizations through which to submit job offers;
- Collect CVs from potential candidates and send them to Medicago;
- Conduct interviews with the candidates that have been selected.

Market Analysis:

- Describe the Polish market in volume and value in terms of vaccines against seasonal flu;
- Schedule appointments with organizations to find information on the sector;
- Meet them once there to look for information not available through databases;
- Analyze how competitors behave on this market (penetration mode, prices, registration requirements for a pharmaceutical company, etc.);
- Make a proposal for a market penetration strategy.

## Poitras Industries



**Trade Agent:** Daphnée L. Champagne

**Industry:** Urban furniture manufacturing and design

**Mandate:** Finding potential customers, partners, and suppliers

### **Company Overview:**

Since its creation in 1930, Poitras Industries is creating and providing high-quality aesthetics and durable functional furniture to furnish public spaces. They are manufacturing and designing signs, urban furniture, and architectural projects for cities, public transportation companies, municipalities, advertisers, private companies, designers, architects or urban planners. These include bus shelters, waste receptacles, park benches, etc.

The mission of the organization is to complete customer satisfaction. It continues to be the undisputed leader in its area of expertise because of its skills, professionalism, and unparalleled quality for both its standard and custom-made products. They are known for their ability to manage an urban furniture project from start to finish in a short period of time.

### **General Objective:**

The mandate aims to introduce Poitras Industries to the Polish market and to look for potential customers and suppliers. A market study will be conducted to obtain a complete and clear understanding of the Polish urban furniture market.

### **Specific Objectives:**

- Understand the advertising model and ownership of bus shelters;
- Target future projects and the allocation of budgets in the transportation sector;
- Analyze the urban furniture sector market in Poland;
- Find new customers or partners to work on projects of urban furniture;
- Look for potential suppliers for steel, stainless, extruded aluminum, polycarbonate and glass;
- Analyze and select the best way to enter the Polish market.

## **Pro-Innov**



**Trade Agent:** Johanna Dantas Carneiro

**Industry:** Mechanical design

**Mandate:** Market study and search for clients or partners

### **Company Overview:**

Pro-Innov is a recently founded company in the sector of manufacturing and mechanical design in several fields: agricultural, excavation, forestry, market gardening and industrial. The company specializes mainly in custom design and manufacturing.

### **General Objective:**

The mandate aims to estimate the potential of the Polish market and look for possible customers and/or business partners. It will, therefore, take place in two phases. The agent will start by conducting a market research in order to have a complete and clear understanding of the key players such as the consumers, competitors, distributors and prospective buyers. She will also seek and contact companies likely to do business with Pro-Innov.

### **Specific Objectives:**

- Analyze the market trends of the mechanical design sector in Poland;
- Describe the Polish agricultural sector, especially emerging small fruits;
- Target competitors and potential customers;
- Define the sector standards to be respected;
- Evaluate the marketability of Pro-Innov products in the marketplace;
- Analyze and select the best way to enter the Polish market;
- Establish transportation logistics.

## Sierra Import / Export



**Trade Agent:** Gabriel Tremblay

**Industry:** Food and organic products

**Mandate:** Export

### Company Overview

Sierra Import / Export, a subdivision on Produits Forestiers Sierra, has been in the export industry for over 20 years. We represent medium-sized companies in the bio-organic market and are currently exporting mostly in Asia. We recently acquired a maple syrup bottle-filling commerce and are now offering our own variety of maple syrup, in both conventional and organic grades. We currently have a production rate of 35,000 to 40,000 250ml bottles / day. All of our products are certified by Ecocert Canada.

### General Objective:

Find new business partners, in both the retail and manufacturing markets, and establish a distribution network for our maple syrup.

### Specific Objectives:

- Form long-term partnerships with local businesses;
- Evaluate the possibility of maple syrup commercialization in the Polish market;
- Form partnerships with local trade agents to facilitate business in the Polish market;
- Find potential manufacturers interested in the benefits of maple syrup for their food products, as a replacement for honey or sugar;
- Target fair shows to find potential partnerships.

**STELPRO**



**Trade Agent:** Mavrick Clermont

**Industry:** Heating products

**Mandate:** Market analysis

**Company Overview:**

STELPRO is a family-owned business established in Quebec for over 35 years. North American leader in its market, STELPRO offers quality heating products designed and manufactured in Canada providing maximum performance, safety, and innovative design.

STELPRO employs more than 400 people in two manufacturing plants located in Saint-Bruno-de-Montarville and Grand-Mere, Quebec, where over 800,000 heating units are produced yearly (electric baseboards, convectors, fan heaters, heating cables, etc.) and approximately 400,000 electronic controls, including electronic thermostats, meeting the highest performance standards in the industry.

**General Objective:**

The main purpose of the mandate is to analyze the market to obtain as much information as possible to establish an effective penetration strategy. The ultimate goal is to find potential customers, partners or distributors who would be interested in doing business with STELPRO.

**Specific Objectives:**

- Study Poland's consumption habits of heating products;
- Discover the country's energy efficiency vision;
- Define what are the product safety certifications in Poland;
- Search for companies meeting the STELPRO's criteria of desired distributors.

## TransGlobe Logistics



**Trade Agent:** William Bilodeau

**Industry:** Transportation and logistics

**Mandate:** Import and export

### **Company Overview:**

TransGlobe Logistics acts as an intermediary between clients looking for logistics solutions with their partners and is able to offer the best proposals possible for them. It is, therefore, a transport and logistics consulting firm that has been offering a tailored and turnkey service to its customers since 2003. TransGlobe Logistics offers, among other things, many services such as management, logistics audits, storages and solutions in road, rail, air and sea transports. The company's mission is to simplify the logistics process and transport management of its customers while satisfying them at any time and everywhere.

### **General Objective:**

The mandate's main objective is to prospect for new clients for TransGlobe Logistics. Customers can be both importers and exporters in different booming sectors of Poland. This mandate will surely require a market study to provide a complete and accurate picture of the key players in this industry.

### **Specific Objectives:**

- Search for loyal customers who will do business several times or frequently with TransGlobe Logistics in Poland;
- Analyze trends of transport and logistics in Poland;
- Identify and target competitors and local potential customers;
- Target the growing and booming markets of Poland such as aerospace, mining and metal, construction, infrastructures and food markets;
- Analyze and select the best entry mode for the Polish market;
- Find potential partners to facilitate breakthrough in Polish market;
- Evaluate the possibility of developing partnerships with local businesses;
- Increase visibility of TransGlobe Logistics in Poland and Europe;
- Target fairs and trade shows that will take place in Poland while we are there and try to make relevant meetings with local customers or potential clients.