

CANADIAN COMPANIES



INCITATUS TRADE LTD.



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Company Description

Incitatus Trade Ltd. is a Canadian export firm based in Smithers, British Columbia. Incitatus delivers export opportunities to small Canadian businesses that create and manufacture high quality products but do not possess the capacity, or sometimes the understanding, to export their products to foreign markets independently. Incitatus develops relationships with international buyers on behalf of Canadian suppliers and assists them in developing export-ready products. We take pride in delivering the excellence of Canadian craftsmanship to a global community.

Unique Value Proposition

Incitatus propels your business to new markets, new possibilities and new heights. Our solution-centered management team has ample knowledge of company logistics and distribution. We are well aware of the fact that “success is in the details”. Your product gets the spotlight it deserves and we ensure a seamless transition between local distribution and global distribution.

Sectors Served: Consumer Products, Mining, Tourism

Target Organizations: Europe-based companies and representatives of the Canadian Trade Commissioner Service with an understanding of the market and of CETA

Objectives

1. Exposure to new business prospects: CETA has provided an array of preferential trade scenarios for Canadian exporters and we would like to network with suppliers and/or buyers to discuss potential opportunities and hopefully create beneficial relationships.
2. Immediate export sales: We would like to find companies looking to export to European markets within the next two years and examine how Incitatus can assist them with the process.

Participating in: Germany and United Kingdom

INCITATUS TRADE LTD.

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IONICA INC.



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Company Description

IONICA provides web hosting and develops services for clients with mission-critical websites. Our platform is high-availability, high-performance, and secure and is home to some well-known brands, including: Jaguar, Rover, Fresenius, Sasktel, and many government websites, such as that of the Government of Saskatchewan. Our depth of knowledge and level of service in hosting and developing web sites is unmatched.

Unique Value Proposition

IONICA is truly unique in the space of hosting and developing websites. Four things make us unique -- technology, expertise, our embedded approach, and an absolute commitment to excellence. Our leading-edge technology ensures your site remains available, fast, and secure no matter the circumstance. Unlimited computing power and storage are available to your business on-demand. IONICA has extensive expertise in information security, risk management, and standards compliance, with particular emphasis on the PCI-DSS standard. We keep your customers, partners, and your business safe. We work with the world's very best: large brands, governments, and even other technology companies all call on us to solve their toughest web technology problems. Thanks to our close relationships with our clients, as well as our long-term focus, every solution is built precisely to fit each person's specific business needs. We commit to the absolute highest quality standards and everything we do is carefully planned and tested.

Certification: WBE Canada (in progress)

Sectors Served: Information and Communications Technologies

Target Organizations: We would appreciate meeting with representatives from organizations that have a critical dependency on their web sites or Internet applications. In Germany: Fresenius and other companies from the health care, automotive manufacturing and government sectors. In UK: Companies in the health care, automotive manufacturing and government sectors.

Objectives

We aim to expand our footprint in Europe. IONICA provides an all-Canadian hosting platform, where all data and processing remains in Canada, and the firm is 100% Canadian-owned. Canada's data security laws are similar to those of Europe. This makes our firm somewhat unique in the world, where European clients can deliver services rapidly to one of the largest economies in the world without compromising data security. We are seeking exposure to new business relationships and prospects.

Participating in: Germany and United Kingdom

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IONICA

MONGLOBE UNITED TRADE AGENT INC.



Pearl Law

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Company Description

MonGlobe United Trade Agent Inc. is a brokerage and digital marketing service company located in Montreal, Canada. Unlike traditional brokerage service companies, we do not keep stock. Instead, we use digital platforms which connect our high-value assets such as gold, diamonds, gemstones and private jets with direct buyers and sellers. Another important part of our company's service includes providing e-commerce consultation services to jewelers who are looking to switch their manual operations to digital, allowing them to efficiently and effectively join the digital world of trade. We work closely with world-class e-commerce B2C platforms, such as Shopify and Tmall, to provide digital marketing, e-commerce and automation solutions to our retail and wholesale clients.

Unique Value Proposition

Our vision is to connect buyers and sellers globally through our e-commerce trading platforms and personal network to provide the most affordable and efficient trade agent services for high-value assets such as gold, diamonds, gemstones, private jets and other luxury assets.

Sectors Served: Consumer Products, Professional Services

Target Organizations: Christie's and Sotheby's auction houses in UK, London Bullion Market Association (LMBA) in gold trade, De Beers; world class e-partners and service providers.

Objectives

Our company's primary objective is to locate potential buyers in the UK, as we currently possess a handful of jewellery pieces, diamond pieces, luxury assets and investment projects which require immediate buyers. We are also working with Export Development Canada to examine opportunities to export gold, silver, rough gemstones and rough diamonds from Canada to other countries. As the UK is an international gold trade hub, we wish to find opportunities to export gold bars and gold bullion to verified buyers and sellers.

Participating in: United Kingdom

MONGLOBE UNITED TRADE AGENT INC.

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NHV - NATURE'S BOTANICAL PET INC.



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Company Description

NHV is a leading producer of vet formulated, compounded, herbal botanical dietary supplements designed to optimize a pet's health. A Canadian company based in British Columbia, NHV's line of herbal supplements for pets was developed through extensive research and formulated by a holistic veterinarian and master herbalist. The NHV line of products offers pet parents a natural supplement choice for over 100 pet health conditions that can be taken alongside traditional Western medicines.

Unique Value Proposition

At NHV Natural Pet Products we aspire to help pets live longer, healthier, happier lives. A made-in-Canada product, the NHV product line consists of 33 SKUs that offer support for common and rare pet health conditions. All NHV supplements are 100% natural, human-grade, highly palatable, and are free of any added preservatives, additives, flavourings or artificial colour. We use only the finest organic or ethically wild crafted raw ingredients that are non-irradiated and use non-GMO vegetable glycerin. All NHV supplements are safe for long term use. NHV sets itself apart by conducting clinical studies on our proprietary formulations to advance the improvement of pet health.

Sectors Served: Agriculture and Processed Foods, Consumer Goods

Target Organizations: German and UK Government agencies dealing with the import of pet supplements

Objectives

We are seeking distributors that will be able to facilitate product sales to B2B clients. The distributor should have exceptional relationships with wholesalers, vet clinics, boutiques, independently owned pet specialty stores, and holistic and wellness stores. We would also welcome the opportunity to work with distributors in the health and wellness or e-commerce sectors. Both Germany and the UK have significant growth in e-commerce; our ideal distributor will be part of the B2C market. This would be advantageous towards our company achieving increased market share in Europe.

Participating in: Germany and United Kingdom

NHV - NATURE'S BOTANICAL PET INC.

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OPTIMAS MANAGEMENT GROUP LTD.



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Company Description

Optimas Management Group specializes in working together with transportation facilities - in particular airports, train stations and cruise terminals - to increase commercial revenue from concession offerings of retail, food, and beverage options, and to improve customer travel experience. The company's founders have a highly successful track record of developing and managing profitable, award-winning programs encompassing trains, ports, and some of the most highly regarded airports in the world, including: Santiago, Nassau, Montréal-Trudeau, Midway and LaGuardia, where they have been acknowledged for creating tailored commercial programs that delight passengers and drive revenue. In fact, Optimas' goal is to help airports find ways to maximize revenue through powerful commercial strategies that focus on sense of place, innovation, and delivering best-in-class customer care to passengers through strategy, design, business transformation, training, and information technology.

Unique Value Proposition

Optimas Management Group's services include designing strategies and developing operational plans through to implementation for transportation facilities. The founders each have over 20 years of industry experience at a world-class airport, where they designed, implemented and managed programs to drive revenue by increasing customer satisfaction. The founders' creative solutions often includes collaboration across three key modes of transportation - planes, trains, and cruise ships - to ensure a seamless journey for each customer. Optimas Management Group is one of the few consultancy agencies with first-hand industry knowledge focusing on the entire start-to-finish customer travel experience.

Certification: WEConnect International (in progress)

Sectors Served: Professional Services

Target Organizations: We are interested in meeting companies active in two specific industries: transportation facilities that cater to travelers (airport, cruise port, cruise lines, ferry terminal, train stations, bus terminal) and are looking to improve their facilities through a Sense of Place (video <https://www.optimas.ca/thought-leadership/>) and implement new customer service programs or offerings in order to improve the customer's experience; and food, beverage, or retail operators.

Objectives

We are interested in exploring opportunities to work with airports, ports and train stations in Europe. Potential clients are transportation organizations that are interested in improving revenue opportunities or are in need of assistance in developing strategies to support their overall goals. These organizations are often focused on improving their customer experience as a means to ultimately improve their bottom line.

Participating in: Germany and United Kingdom

OPTIMAS MANAGEMENT GROUP LTD.

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OVERLAP ASSOCIATES INC.



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Company Description

Overlap is a clever, compassionate, creative consulting firm which uses design thinking methods to help commercial and not-for-profit organizations make headway on the problems that matter most to them. Our approach helps us identify the goals at each stage of the work, determine the scope of the work, and the activities involved, and understand how our contribution fits into a larger project. We are a team of 28, headquartered in Kitchener-Waterloo, Ontario, with a new office established September 2018 in Leeds, UK. Our clients include government organizations, private companies, including those in the healthcare field, and NGOs. Our services include: Transformation Design—our project-based consulting services; Innovation Programs—a coaching service to build capacity in teams; and Knowledge Mobilization—training and courses to build capacity in individuals.

Unique Value Proposition

We believe the way to make the world a better place is to radically care about the people you are designing with. Overlap harnesses the power of design to make things better for the people at the heart of any given system. We care deeply about vulnerable populations and building community, which means we work on projects that aim to make improvements in these areas and with organizations or teams that share these values. This commitment sees us working in many sectors—regionally, nationally and internationally—and on a wide range of complex problems, from improving childhood wellbeing in Canada to creating accessible shopping experiences.

Sectors Served: Professional Services

Objectives

In September 2018, Overlap launched a UK-based office with a high-profile event attended by over 100 people. With this expansion now underway, our team (including a Senior Strategy Advisor based in Leeds) is focused on targeted business development activities in the UK and European markets, including: networking activities to identify opportunities and key prospects; delivery of training workshops to attract new business through low-cost/risk option; ongoing market research and discovery meetings to make connections and find new business; marketing efforts to raise awareness.

Participating in: Germany and United Kingdom

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**Overlap
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STATHLETES



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Company Description

Stathletes is a sports analytics company that builds comprehensive software tools to track, verify, and report on continuous flow sports; Stathletes' current clientele is in professional hockey. We are proud to serve all North American hockey leagues, their partners, and affiliates with exclusive data, reports, insights and visualizations.

Unique Value Proposition

Committed to accuracy and efficient reporting, Stathletes has changed the way professional hockey is consumed by teams, players and digital clients. Every facet of each game is observed and recorded through our intensive video analysis process, yielding over 100x the statistical resolution of existing tracking methods. Our ultra, low-level analysis allows us to identify statistically significant factors faster and more accurately than has ever been previously possible. Our process systematically breaks down all facets of the game, giving us objective insight into player and team performance tendencies. Our baseline benchmarking, player comparisons, line matching, and team breakdown capabilities are unparalleled in the market today. Leveraging our exclusive data, our partners can draw individual and specific conclusions on the contribution and value of a player, thereby qualifying decisions that positively influence both the player and the team.

Sectors Served: Information and Communications Technologies (ICT)

Target Organizations: Germany - other German professional hockey teams, sports tech/computer vision/AI companies; United Kingdom - online sports gambling/data companies, Arsenal, and other CV/AI companies

Objectives

Germany - Build on existing relationships: Germany's largest professional team (DEL league) has requested a demo of our data. United Kingdom - Product testing/market research: We are interested in re-selling and partnership opportunities in the sports gambling space. We have interest from various UK- and Canada/U.S.-based companies and want to collect more information on successful partnerships in this space in other sports (ex. horse racing). A KHL team has been proposed for London next season; as a consequence, London would be an optimal location for Stathletes' first trial in the second largest league in the world.

Participating in: Germany

STATHLETES

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TAMPONATO CORPORATE GIFTS



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Company Description

Tamponato Corporate Gifts is a Canadian company headquartered in Vancouver, Canada, with an office in Portugal. We design, customize and manufacture corporate gifts made with 100% sustainable cork, including calendars, notebooks, handbags, and accessories for electronics. Our high-quality corporate branded products are sophisticated, unique, and environmentally friendly. We also supply cork paper, cork fabric and other materials for use in construction. Our second line of business consists of designing and manufacturing uniforms for firefighters, bus drivers, hotel staff, restaurants, and schools.

Unique Value Proposition

Our 100% Natural Cork Line is a sustainable, biodegradable and eco-friendly line that can be used as a unique and stylish corporate gift or reward programs. We also offer the possibility of incorporating your corporate identity into your present through the use of company logos, as well as company names displayed in an elegant and complimentary style. We also specialize in the design and manufacture of uniforms. Our Tamposkine line of work wear and uniforms is certified for environmental and quality management.

Certification: WECConnect International

Sectors Served: Consumer Products

Target Organizations: BMW, Daimler, Allianz Siemens BASF, Bosch, Landesbank Baden-Württemberg, Bayer, TUI Travel, UK Legal & General, UK Prudential, UK Rio Tinto Group, UK Aviva, The Royal Bank of Scotland Group, UK Lloyds Banking Group, UK Barclays, UK Tesco

Objectives

We are looking to explore this new market opportunity in Europe through exposure to new business opportunities. We would be interested in finding a sales representative/distributor/agent/joint venture partner and accessing immediate export sales.

Participating in: Germany

TAMPONATO CORPORATE GIFTS

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TAMPOSKINE®

THE HEALTHY CRUNCH COMPANY



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Company Description

The Healthy Crunch Company is an artisanal snack food manufacturer that originated in 2014, near Toronto, Canada. Our mission at The Healthy Crunch Company is to create the best tasting foods that make you feel good inside and out. We re-invent traditional foods and make them healthier without compromising taste. Our products are BIG in flavour, BIG on crunch, and BIG in size. We have over 25,000 points of distribution within Canada and 80% market share in our snack category, namely kale chips, coconut chips, and Canada's first allergen-free trail mix. Healthy Crunch products can be found in major retail locations throughout Canada, including Loblaw's, Shopper's Drug Mart, Costco Canada, Starbucks (nationally), Metro, and Cineplex.

Unique Value Proposition

What is unique about our snacks is that we combine great taste with healthy ingredients. All of our products are Non-GMO Project Verified, tree nut-free, peanut-free, vegan, gluten-free, soy-free, corn-free, paleo, Kosher. Our products are manufactured in a facility that is free of all major allergens and are all School Approved®. In addition, our facility is SQF certified, ensuring we have a high level of food safety. Our Founder, Julie Bednarski, Registered Dietitian and professionally trained chef, saw the need in the market for healthy snacks that taste amazing. Julie's passion is in the kitchen. Her recipes pack a lot of nutrition into a deliciously crunchy indulgence. Julie believes that "Eating whole, real food makes you feel good inside and out", which is why all our products are made with whole, real food.

Certification: WECConnect International

Sectors Served: Agriculture and Processed Foods, Consumer Goods

Target Organizations: Our target customers are those who enjoy eating delicious foods but like to remain health conscious.

Objectives

We have secured a European distributor that will distribute our products; I would like to develop new business relationships, leads, and complete market research for new opportunities to grow the business.

Participating in: Germany and the United Kingdom

THE HEALTHY CRUNCH COMPANY

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THE RICE PEOPLE



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Company Description

The Rice People (aka Libra National Inc.) is a Canadian processor of rice and other gluten-free grain products under national and private brands. We source globally but control quality locally. All our products are 100% traceable. In our 34 years of operation, we have had zero food safety recalls. We service the mainstream market as well as ethnic markets. Our clients in Canada include Costco (over 15 years) and Walmart (over 12 years). We are known in the grocery trade as a leading company in providing accountable knowledge alongside accountable products and accountable services.

Unique Value Proposition

We protect and grow your company's reputation by servicing you properly. We offer safe products, accountable quality, products that meet various consumer groups' needs, value in a competitive price, eco-friendly products and packaging, product development, and knowledge that is accurate and updated. We assure and add value to the dollars you spend through global sourcing for accountable products, high service level, category analysis, market strategy, and product and handling training. We can tell you what you don't know - but should.

Certifications: WEConnect International, WBE Canada, Canadian Aboriginal and Minority Supplier Council (CAMSC)

Sectors Served: Agriculture and Processed Foods

Target Organizations: Food retailer buyers: Tesco PLC, Carrefour, Lidl, Metro Group, Aldi, REWE Group, Ahold Delhaize, Group Auchan SA, Edeka Group, Leclerc, Food Service distributors, Government procurement departments

Objectives

Our objectives for this mission include: finding sales representatives and distributors who service food retailers, food manufacturers, and governments; finding a co-packer; obtaining comprehensive market research for rice and other grain products; understanding the import regulations, government procurement policies and supply chains; and exploring the potential of setting up our own processing plant in Germany.

Participating in: Germany

THE RICE PEOPLE

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VEZA COMMUNITY



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Company Description

Veza is building a community of women who are changing the face of leadership. Our work seeks to equalize pay gaps and increase diversity around the boardroom table through training, workshops, international trade missions and career coaching. Veza consults with organizations to create leadership programs supporting women and diverse populations through coaching and organizational diversity training. Veza empowers women entrepreneurs to increase their digital marketing presence and social impact through hiring of immigrant women trained through Veza’s digital marketing programs.

Unique Value Proposition

The team at Veza has been working in the gender and cultural diversity sector with a focus on human resources and marketing for over 35 combined years with clients such as: Organization for the Prohibition of Chemical Weapons, Terramera, City of Vancouver, University of British Columbia. We have a strong focus on creating social impact, a deep sense of belonging within organizations and communities, and implementing the training and systems that support these environments. The approach to all leadership development and organizational scaling operations must have the ability to answer the question “How do we create a deep sense of belonging for our communities (stakeholders) while maximizing the impact of the organization?” It is by answering this question that all decisions within the company are made.

Sectors Served: Agriculture and Processed Foods, Arts and Cultural Industries, Professional Services

Target Organizations: Interested in meeting UN agencies, Deloitte, Ernst and Young, and leaders within the impact community and tech community

Objectives

The company’s objective is to connect with women entrepreneurs in search of social media support, as well as medium-to-large corporations looking to create women-focused coaching or leadership development programs and to review HR policies and practices from a diversity lens.

Participating in: United Kingdom

VEZA COMMUNITY

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veza

Creating Unity Through
Embracing Diversity

WESTBURY LAW, PROFESSIONAL CORPORATION



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Company Description

Westbury Law, Professional Corporation assists multinational corporations in the seamless transfers of foreign nationals to Canada. We work closely with local and international human resources departments, executives and senior managers to provide tailored immigration solutions to achieve our clients' business goals. In addition to working with employers and corporations, our firm has a private client department that assists individuals with temporary residence, permanent residence and citizenship. Westbury Law, Professional Corporation is also experienced in working with immigrant and expatriate communities.

Unique Value Proposition

Our firm has extensive experience in cross-border travel and expatriate affairs. We have the legal, business, and cultural competence to assist clients with their immigration needs. The firm currently serves markets in Europe, and is experienced with the Canada-European Union Comprehensive Economic and Trade Agreement (CETA). The firm's principal has interned at the United Nations Secretariat in New York and is currently a member of the Governance Committee for the United Nations Association in Canada, Toronto Branch. Our firm is resident at an established Law Chambers in Toronto, which boasts over 90 lawyers. This network of lawyers allows us to share synergies and collaborate with other lawyers to meet our clients' needs.

Certification: WBE Canada (in progress)

Sectors Served: Professional Services

Target Organizations: We would like to connect with multinational corporations with a branch office in Canada, and interested in immigration services. We are also interested in meeting with companies that are looking at expanding into Canada.

Objectives

We would like to provide Canadian immigration legal services to multinational corporations that are looking to send employees to Canada on business visits or temporary expatriate assignments.

Participating in: Germany and United Kingdom

WESTBURY LAW, PROFESSIONAL CORPORATION

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WESTBURY LAW
PROFESSIONAL CORPORATION
IMMIGRATION AND INTERNATIONAL TRADE