

# GLOBAL <sup>10 YEARS</sup> VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

PM# 42591019

VOLUME TWELVE ISSUE THREE • WINTER 2020



## IN THIS ISSUE:

- Saskatchewan Chamber celebrates 100 years
- Spec Logistics offers advanced logistics and technology support
- Zap Creative provides website and branding advice
- Western Litho demonstrates the power of print
- SaskTrade Virtual Showcase

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# GV 10 YEARS

VOLUME TWELVE ISSUE THREE • WINTER 2020

**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.

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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.

“ *Trying to get to this point on our own would have been near impossible or extremely time consuming.* ”

- Paterson Composites

## WHY PARTICIPATE?

### 1. EXPLORE NEW MARKETS

More than 78% 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 19% in total revenue and 38% in export sales one year after participation.

### 3. BUILD CONFIDENCE

Nearly 90% of participants declared themselves better prepared to do business internationally upon completing the program.

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## PHASE 1: DISCOVER

The program comprises intensive workshops that familiarize participants with the available exporting resources, introduces high-level experts in key functions of international trade, stimulates peer-to-peer exchange of ideas & experiences, and provides guidance in recognizing and handling business challenges.

## PHASE 2: DEVELOP

Participants will receive hands-on support from leading Canadian export advisors in the development of their Export Plan. Participants will tackle 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 course of the program, 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 phase 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. Participants will walk away with a complete Strategic Export Plan!

## 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 specific cohort will be delivered virtually over 5 weekly, half-day sessions, concluding with a mentoring session. The virtual program dates are February 1, 2, 8, 16, 22, March 1 & 2 and the week of March 8–19 will be export writing and week of March 22–26, 2021 will be mentoring week.

**Application and full details** are available online at [www.sasktrade.com/tap](http://www.sasktrade.com/tap).

## SIGN UP

### CONTACT:

Angela Krauss,  
VP-Marketing & Membership Development  
Saskatchewan Trade & Export Partnership

306.787.9210  
[tapsask@sasktrade.sk.ca](mailto:tapsask@sasktrade.sk.ca)

Apply now at [www.sasktrade.com/tap](http://www.sasktrade.com/tap)



**AT THE PRINTING** of this edition of *Global Ventures*, the anticipated second wave of the COVID-19 pandemic is crashing ashore. Whereas we would have been hard pressed to name someone who was infected, with the significant increase in numbers, we now all know somebody, or know somebody who knows somebody. It brings the virus and its impact closer to home. Throughout, we've been inspired by the dedication and innovation exhibited across the export industry.

Dedication comes in many forms, including the perseverance shown by STEP staff who continue to drive the shift from in-person missions to virtual trade opportunities. Since April, we have concluded 55 Virtual Trade Missions, three Virtual Trade Shows, two Virtual Trade Conferences, and 13 webinars. Members continue to express their appreciation for the novel approach.

Innovation is exemplified through the incredible response from Saskatchewan businesses to the needs and opportunities of the pandemic (see the Summer edition of *GV*). At STEP, innovation involves continuous improvement and new services such as The SaskTrade Showcase, an online virtual trade platform connecting international buyers with provincial exporters 24/7, 365 days a year.

The Showcase will promote products and services offered by STEP members, provide online networking opportunities, facilitate the development of B2Bs between suppliers and buyers, and generate wide-ranging marketing of Saskatchewan and its export capacity. We look forward to offering this unique service early in the new year.

Since April, STEP has concluded 55 Virtual Trade Missions, three Virtual Trade Shows, two Virtual Trade Conferences, and 13 webinars.

Innovation also includes rejuvenation. STEP members and industry partners attended the 2020 Annual General Meeting, which was delivered virtually for the first time in October.

The event included the opportunity to introduce two new board members who bring their strong entrepreneurial skillsets and business acumen to the STEP board. We look forward to the contributions of Kristy Ehman, CEO, Hyon Software and Mathew Cey, CEO, Morris Interactive. Welcome!

Finally, as this convoluted year ends, on behalf of STEP management, staff, and board of directors, I extend warmest wishes during the holiday season, and may you all have a MUCH better 2021. 



**Chris Dekker**  
President & CEO, STEP

# CEO REPORT

## BOARD OF DIRECTORS

### BOARD CHAIR

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Rhonda Ekstrom  
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Mike Popowich  
Vice President, TA Foods Ltd., Yorkton

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

Victoria Rhodes  
Director of Sales, DynalIndustrial, Regina

### GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

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

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



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**VISION**  
Prosperity through trade.

# 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 306-787-7942 or [hswan@sasktrade.sk.ca](mailto:hswan@sasktrade.sk.ca).



© Abex Awards Event Photography - Photo By: Grantromancia.com

## 2020 ABEX AWARDS

Congratulations to STEP members who were recent recipients of the Saskatchewan Chamber of Commerce 2020 ABEX awards. The ABEX Awards are Saskatchewan's largest and longest-running business awards program, celebrating business excellence since 1984. The winners included:

- **Business Leader of the Year** - Greg Yuel, **PIC Investment Group** - Saskatoon
- **Export Award** - **VIDO-InterVac** - Saskatoon (Sponsored by STEP)
- **New Venture Award** - **SANOZONE, Ground Effects Environmental Services** - Regina



## PRODUCT2MARKET

Value-Added program

**Product2Market** is a new program under the Canadian Agricultural Partnership that contains elements of the Saskatchewan Agri-Value Initiative and the Market Development Program. Product2Market: Value-Added promotes the development and expansion of small- to medium-sized enterprises by supporting agri-business product development and the marketing of value-added products.



The program is divided into two streams that are both application-based:

- **Prototype and Product Development Stream:** supports new product development, commercialization, market readiness and promotional activities.
- **Market Development Stream:** supports Saskatchewan companies to expand their domestic and international markets through promotional and marketing activities.

Applicants must be agriculture value-added processors that operate and file taxes in Saskatchewan. All applicants will be required to demonstrate activities are part of an ongoing, sustainable business plan.

The proposal must:

- Include value-added processing of a Saskatchewan-grown agricultural product; and
- Make a physical transformation or upgrade a raw/primary agricultural product(s) or any agricultural byproduct or waste into a new or upgraded product.

For more information, contact the Ministry of Agriculture, Programs Branch, #329 - 3085 Albert Street, Regina, SK S4S 0B1, (866) 457 2377 Agriculture Knowledge Centre, [agprograms@gov.sk.ca](mailto:agprograms@gov.sk.ca).

## VITERRA is getting Biggar



**Viterra Inc.** recently announced plans for a new, state of the art grain elevator at Biggar, SK. The facility will have a storage capacity of 34,000 metric tonnes, and it will be equipped with a loop track for rail loading.

"For the last several years, we have been making targeted investments across our asset network to ensure we're aligned with our operating environment and able to provide the high level of service our customers expect from a leader like Viterra," said Kyle Jeworski, President and CEO for Viterra North America. "We're pleased to be revitalizing our presence in the Biggar area and making a long term commitment to our customers through this significant investment."

Construction on the new facility will begin immediately and is slated for completion in early 2022.

## GOODALE APPOINTED UK High Commissioner

The federal government has appointed former Regina MP Ralph Goodale to serve as Canada's next high commissioner to the United Kingdom. The selection of Goodale is confirmed in Ottawa, but official approval from the UK is still pending. As commissioner, Goodale will be responsible in helping create an outline for a bilateral trade deal with the UK. Although the UK left the European Union in January, Canada's trade agreement with the EU is active until the end of this year.

## CRESTLINE COACH: Join a Winning Team!

Located in Saskatoon, SK, Crestline is a global leader in ambulance and specialty vehicle manufacturing and a Canadian distributor of small to mid-sized commercial buses. We aim to make life better, one relationship, and one vehicle at a time with safety and innovation always at the forefront of our business.

Crestline is currently recruiting for various positions in manufacturing. With the increase in sales demands, the company recently added a third shift to support its ambulance manufacturing operations.

Explore career opportunities at [crestlinecoach.com](http://crestlinecoach.com).

# CRESTLINE®

## NGEN supports SIMSA

Next Generation Manufacturing Canada (NGen) is funding a project supporting the digitization of services for 200 companies that serve the industrial, mining and energy sectors in Saskatchewan. The industry-led organization is aiming to develop new clusters for innovation and commercialization, including a new initiative with the Saskatchewan Industrial Mining Supplier Association (SIMSA).

SIMSA represents 200 mining suppliers that are responsible for over \$10 billion in revenues, \$8 billion in GDP and 21,000 jobs. The pandemic has impacted the activities of the association, which included procurement events and trade shows that were critical to the survival of many of the member companies.



With the support of NGen, SIMSA is creating a new, digital platform, SIMSA Digital, that will allow members and members' clients to continue to do business together by digitizing current practices and developing new partnerships and business opportunities.

The new platform also allows SIMSA and its members to link virtually to other mining industry associations across Canada, encouraging innovation and collaboration with new partners in both traditional and non-traditional industry sectors.

The new platform also gives members the ability to attract foreign investment and buyers, and it opens opportunities for collaboration, innovation, IP development and cross-channel selling, both domestically and internationally.



With the support of NGen, SIMSA is creating a new, digital platform, SIMSA Digital, that will allow members and members' clients to continue to do business together by digitizing current practices and developing new partnerships and business opportunities. *Photo: © Shutterstock.com*

## Happy Holidays!

**STEP's Board of Directors, Management and Staff wish you, your employees and your families a safe, healthy and happy holiday season.**

As you begin your holiday shopping, we'd like to remind everyone that STEP Members offer some amazing products and services that will make perfect gift ideas for everyone on your list - from delectable treats to gadgets and more! Help support our members and discover all that Saskatchewan has to offer.



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[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)

## MATCHSTICK program expands



In collaboration with strategic partners, and feedback from Indigenous women entrepreneurs, WESK (Women Entrepreneurs Saskatchewan) developed the Matchstick program to support Indigenous women in their entrepreneurial journey. Matchstick offered business planning, mentoring, business advising, and financing to over 300 Indigenous women entrepreneurs.

To advance the momentum achieved during the three-year pilot and move to the next phase of Matchstick, WESK and FHQ Developments Ltd. have committed to a long-term strategic partnership to enhance entrepreneurial capacity for Indigenous women entrepreneurs.

WESK CEO Prabha Mitchell said, "The Memorandum of Understanding (MOU) with FHQ Developments is not only pivotal as FHQ was a member on the Advisory Council of the original Matchstick program; but it further strengthens our ability and capacity to support Indigenous women in an impactful way."

WESK has incorporated Matchstick into its core programming and services. The MOU will not only support Matchstick but also include collaboratively seeking solutions to identify and address gaps and challenges and seize opportunities for Saskatchewan Indigenous

women entrepreneurs to start or grow their businesses. In addition, the two organizations will address strategies to enhance diversity in the supply chains and in procurement.

## TOP 50 in agriculture



Canadian Western Agribition (CWA) recently launched Canada's first and only national search for the most influential individuals in agriculture. Presented by FCC, the public campaign will celebrate the people who are leading, inspiring and building agriculture in all sectors of the industry.

"Agriculture and agri-business is one of the fastest growing industries and one of the biggest economic drivers in the country," says CWA CEO, Chris Lane. "It is diverse, innovative, sustainable, and rooted in community. It only makes sense that we celebrate the people who are making it great."

Nominations are open until December 31, 2020 through [www.agribition.com](http://www.agribition.com). Categories include: upstarts, mentors, innovators, deal makers, and designated hitters. A selection panel, made up of some of the most recognizable and respected voices in Canadian agriculture, will have the difficult task of narrowing the field to the Top 50 finalists, which will be unveiled to the country on "Canada's Ag Day," February 23, 2021.

## PIPE FLOW

### Technology Centre anniversary

The Saskatchewan Research Council (SRC) is celebrating the 60<sup>th</sup> anniversary of its Pipe Flow Technology Centre in Saskatoon. The centre is an international leader in its field, and it has contributed greatly to the needs and advancement of the mining and oil and gas industries in Saskatchewan and Canada.



The centre was established in 1960, offering mining and other resource developers a unique opportunity to study slurries and test industrial samples and processes in a controlled environment that mimics the client's operating conditions. The data generated from this testwork is then analyzed by the centre's experts to better understand and improve the client's field operations.

"Over the last sixty years, the SRC Pipe Flow Technology Centre has grown immensely, not only in size, but in reputation," Minister Responsible for SRC Jeremy Harrison said. "Since its humble beginnings to its current status as an internationally recognized centre, SRC continues to demonstrate that Saskatchewan is the perfect location to advance mining innovation."

For more information on the centre, visit SRC's blog: <https://src.nu/35qFamu> or YouTube channel: <https://src.nu/pipeflow60>. 



Do you have a small-to-medium-sized enterprise that could use extra support? The Ministry of Agriculture can assist with prototype and product development or the marketing of value-added products.

## Funding Support for Your Agri-Business



You may be eligible for up to \$100,000 in funding.

There are two value-added streams of the **Product2Market** program available year-round to Saskatchewan agri-businesses.

Contact the Ministry of Agriculture's Value-Added Unit for further information on the Product2Market program.

Phone: 306-933-7694 Email: [agrivalue@gov.sk.ca](mailto:agrivalue@gov.sk.ca)

[saskatchewan.ca/cap](http://saskatchewan.ca/cap)



# UPCOMING TRADE EVENTS

## NOVEMBER 2020

### **VIRTUAL TRADE MISSION: Supply Side West Network 365** October 29, 2020-March 31, 2021 | Virtual Trade Mission

SupplySide Network 365 is a virtual program that offers the opportunity to discover, connect, meet, learn and source. Members are able to discover new connections through artificial-intelligence matchmaking, host and participate in scheduled and impromptu small group meetings, and attend targeted community events. The platform will also be augmented by auxiliary offerings, including the SupplySide Education Series, SupplySide Discovery Series, and the SupplySide Sponsored Intensives. SupplySide Network 365 goes beyond a hybrid show model to offer a hybrid workflow model.

Contact: Jay Albers, Trade Specialist,  
Agri-Value  
306 933 5239 | jalbers@sasktrade.sk.ca



### **VIRTUAL TRADE MISSION: Fi Europe CONNECT 2020**

November 23-December 4 |  
Virtual Trade Mission

FI & HI Europe brings together the world's leading food and beverage suppliers and specialists in research and development, production, and marketing to showcase the most diverse range of new and innovative ingredients and services. The show recently announced the launch of Fi Europe CONNECT 2020, a brand-new virtual event in parallel with Fi Europe co-located with Hi Europe. At Fi Europe CONNECT 2020, participants will get the global access, tools and collaboration opportunities to meet business objectives.

Contact: Roy Hawat, Director, Agri-Value  
306 933 6512 | rhawat@sasktrade.sk.ca

## DECEMBER 2020

### **VIRTUAL INCOMING TRADE MISSION: LATAM**

December 8-11 | Virtual Trade Mission  
STEP will host the Latin American (LATAM) Incoming Buyer's Mission completely online offering members an opportunity to meet international buyers online. The conference will offer a unique opportunity for Saskatchewan agricultural suppliers and exporters to find trading partners from countries in the LATAM region, including Chile, Colombia, Costa Rica, Ecuador, Mexico and Venezuela. Companies from large to medium size corporations from the region will participate with a variety of buying interests in Saskatchewan products, including lentils, chickpeas, beans and canary seeds.

Contact: Mertoza Tarafder, Director,  
Agriculture  
306 787 9687 | mtarafder@sasktrade.sk.ca



### **VIRTUAL TRADE SHOW: Vietnam FoodExpo**

December 9-12 | Virtual Trade Show  
Vietnam FoodExpo 2020 is an international food show organized by VIETRADE, a body of the Vietnamese Ministry of Industry and Trade. In 2019, the show hosted 3,000+ domestic buyers and 500+ international buyers with products including food, drinks, food ingredients, and food technology. Canada will be the Country of Honor this year with a virtual booth at the expo. STEP will work with the Trade Commissioner Service to help Saskatchewan food exporters participate in the event without traveling. Online B2B's and seminars will be organized for STEP participating companies.  
Contact: Yi Zeng, Senior Director, Asia  
306 787 2194 | yzeng@sasktrade.sk.ca

### **VIRTUAL TRADE CONFERENCE: Saskatchewan Mining**

December 2020 - TBC | Virtual

Mexican mining companies and distributors are invited to join this virtual event, hear from Saskatchewan suppliers who will present on current opportunities in Mexico, and meet with STEP members following the conference. Current opportunities in this market includes technology, repair of equipment and parts, safety and security, and equipment.

Contact: Ryan Niemela, Director,  
Technology, Services & Resources  
306 933 6558 | rniemela@sasktrade.sk.ca

## JANUARY 2021

# SaskTrade

## SHOWCASE

### **VIRTUAL TRADE SHOW: SaskTrade Virtual Showcase**

January 25-28 | Virtual

SaskTrade Showcase is a virtual trade show highlighting products and services from Saskatchewan's world class suppliers. The innovative platform will draw together Saskatchewan suppliers and international buyers together to capture global opportunities. Designed as a year-round virtual showcase, the platform will include a four-day live event which will:

- Allow you to connect with 250+ world class exporting companies
- Provide online networking opportunities for registrants
- Facilitate the development of direct meetings between suppliers and buyers
- Live-stream informative and engaging webinars on emerging industry trends
- Provide ongoing information and promotion of Saskatchewan and its' export capacity

Contact: Megan Ruf, Trade Specialist,  
Technology, Services & Resources  
306 787 7936 | mruf@sasktrade.sk.ca

## FEBRUARY 2021

### VIRTUAL TRADE MISSION: Taste of Canada

February 16-17 | Virtual Trade Mission  
STEP will take part in the event being organized by the Canadian Embassy and include webinars and B2B meetings with major Mexican retailers. Mexico is an attractive market for the Canadian food and beverage processing industry as the food import market is easily accessible and most Canadian food products can enter Mexico duty-free.

Contact: Jay Albers, Trade Specialist,  
Agri-Value  
306 933 5239 | jalbers@sasktrade.sk.ca

## BIOFACH2021

into organic

### VIRTUAL TRADE MISSION: BIOFACH / VIVANESS eSpecial

February 17-19 | Virtual Trade Mission  
In 2021, BIOFACH and VIVANESS will take place as a purely digital format. The World's Leading Trade Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care will be held as a BIOFACH / VIVANESS eSpecial. The BIOFACH / VIVANESS 2021 eSpecial provides a comprehensive range of innovative options, such as corporate and product presentations, discussion and dialogue formats like round tables, and other formats for

networking with industry experts. Sophisticated matchmaking functions that help interested parties find the right exhibitors, and vice versa, are an integral part of the eSpecial format.

Contact: Roy Hawat, Director, Agri-Value  
306 933 6512 | rhawat@sasktrade.sk.ca

## MARCH 2021

### TRADE MISSION: Border Buster - Agri Food and Food Ingredients

March 2021 | Location: TBD

The mission will focus on helping SME's prepare for international business development while realizing market diversification and new export sales. The mission will include planning, organizing and implementing a strategy for STEP members to be introduced to buyers in a new market.

Contact: Jay Albers, Trade Specialist,  
Agri-Value  
306 933 5239 | jalbers@sasktrade.sk.ca

## SEMINAR

### VIRTUAL SEMINAR:

#### Exporting to Japan Guide

February 2021 - TBC | Virtual

The seminar will focus on the *Japan Export Guide* which provides an overview on the agricultural food market, information on export regulations, market entry, customs, and food labelling. The guide also



© Aleksandar Pasarić, Pexels.com

addresses major exports issues and topics, including doing business with Japan. Speakers from the export community will share experiences and perspectives on how to do business with Japan.

Contact: Yi Zeng, Sr. Director, Asia  
306 787 2194 | yzeng@sasktrade.sk.ca



For a complete list of STEP Incoming/Outgoing Trade Missions and Seminars, please visit [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca). 

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dshalley@benchmarkpr.ca

# GLOBAL VENTURES

MAGAZINE

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

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD



spec

“From Spec Logistics early stages of planning we prioritized a commitment to engaging in and giving back to our community to enrich people’s lives beyond business relationships. We look forward to supporting local programs and helping them reach more people as we grow.”

- Craig Arnold, Managing Partner

# Advanced logistics and technology support

Spec Logistics Ltd. brings new perspective to transportation solutions

BY: OLIVIA LAWRENCE

**ARMED WITH A DEGREE** specializing in computer architecture and networks, Craig Arnold secured a job at Apple Inc. in Saskatoon which lasted for several years until the company made a fateful decision to close its operations. Undaunted, Arnold soon found employment in the trucking industry as a price analyst and worked on the company's computer system.

It wasn't long until he was promoted to traffic manager and that gave him a new perspective on how the transportation industry worked. He began to realize that there were things that could be improved in the industry, most notably by matching the technology and computer services that existed at his former company.

After working at a few other transportation-related companies, Arnold made his way back to the computer sector, where he met Thomas Andres, and before long, the duo recognized there was an opportunity to provide their talents to the transportation industry.

## The company uses top-of-the-line logistics and technology to offer services in full truckload, car hauling, rail servicing, ocean freight, air freight and hot shot services.

They founded Spec Logistics, a Saskatoon-based transportation company in March of this year. The company uses top-of-the-line logistics and technology to offer services in full truckload, car hauling, rail servicing, ocean freight, air freight and hot shot services. The bulk of their clients are companies in Western Canada, but their services allows transportation of a product to anywhere in the world.

Arnold now serves as the company's managing partner and Andres is the chief executive officer. The company is rounded out by Stephen Tymchak, the dispatch coordinator.

From the onset Spec wanted to provide the best customer service possible. "I learned a lot about customer service from my father and then from Apple," explained Arnold. "I saw how people would come back to you based on how you talked to them. It's how you deal with them, how you provide first call resolution, how you provide answers as soon as possible, and how you value your customers' time and the questions they ask."

The company had an auspicious opening by starting during the early days of COVID-19. Despite the uncertainties, they were ready to test the market.

"The time of opening was actually a blessing in disguise, we have been very lucky," said Arnold. "We beta tested a lot of stuff, so when Spec went live we were ready for customers."

Although customers may have been ready to come on board, COVID-19 restrictions on manufacturing and shipment brought Spec's services to a halt for some customers. As luck would have it, they were able to pivot this to their advantage.

Arnold's sister was working in Mexico when the outbreak started and had developed connections with a manufacturer that produced various medical items for the dental industry, including gowns, gloves, caps and masks. She had also provided accounting services for several dental practices over the years, so she was able to connect the manufacturer with those in the dental industry. Spec was able to provide all of the logistical support for these transactions.

Spec has also been working with manufacturers in metal and fabrication and agricultural products, such as grain bags. This fall Arnold noticed the barriers and hurdles of COVID-19 when trying to get grain bags out of India and into Canada in time for harvest.

"Face-to face meetings with customers have had to change to over-the-phone for the most part as well. We acknowledge how in some situations, transporters won't always be comfortable transporting to hot spot areas," said Arnold.

Over the past seven months, Spec has done a lot of work promoting themselves through direct communication. Spec decided to join STEP at the beginning of October, and Arnold has noticed how the exposure in such a short time is having an impact. Companies they didn't know before are now starting to reach out to them. Spec, now with the assistance of STEP, plans to continue to grow its business and attract more clients.

"Any projects Spec takes on in the future, we will make sure we can handle them. As our business grows, we plan to hire accordingly. We are also a part of the Canadian Council for Aboriginal businesses, so we are a part of that organization for community opportunities," said Arnold.

Spec's increase in the number of employees will allow it to expand at its current Wall Street building. Arnold plans to remain at one facility in Saskatoon to maintain the company's family-run roots. "We want anyone who is hired at Spec to not just have a job but also to make Spec their career."

Not only does Spec have an abundance of knowledge and strive to provide great customer service, but they want their employees to be taken care of as well.

"From Spec Logistics early stages of planning we prioritized a commitment to engaging in and giving back to our community to enrich people's lives beyond business relationships. We look forward to supporting local programs and helping them reach more people as we grow."

For more information, visit [www.speclogistics.ca](http://www.speclogistics.ca). 



**WESTERN**  
— LITHO —  
**PRINTERS**



# Western Litho

*demonstrates the power of print*

By: Michelle Stearns

**In a world where in-person connection is limited, the warmth and feel of printed materials becomes a powerful brand ambassador.**

**IN 1965**, Western Litho Printers was started by Bert Schaeffer in Regina. From the day the doors opened, Western Litho was truly a family-run business. As young children, Bert's kids would play in the paper, learn their dad's passion for print and spend countless hours operating the printers. Fifty-five years later, the company is now owned by Bert's son, Dale, and the print house remains committed to customer service and quality.

Being a part of the community is very important to the Schaeffer family. Bert volunteered with several community groups, including the Knights of Columbus and the Optimists Club, and he pushed his brood into volunteerism as well. He taught them to do more for community groups by taking their fundraising print materials to the next level. He offered reduced costs and gratis work for charities.

Bert's family continues that community involvement. Schaeffer and the Western Litho team still provide print services to many local charities, including the Hospitals of Regina Foundation gala. There have been several billion additional print impressions made for various Saskatchewan charities.

Western Litho has grown. "We grew the business from seven employees when we took it over from my dad," explained Dale. That growth is revealed in a staff compliment of 30, offering design services and operating top-of-the-line dye-cut equipment, folding equipment, two Hiedelberg off-set presses and the 10 colour Hiedelberg Speedster. This equipment provides the ability to print 15,000 copies an hour, two-sided, full colour, 20/29; which is printer speak for faster and better quality. For customers, it means quicker outcomes and great value.



*(Far left) Dale Schaeffer at work at Western Litho Printers. Photo by Taylor Rattray/CTV News Regina.*

*(Clockwise from the top) 10 colour Heidelberg magazine press; cutting system operation; and Lori, an employee, loading paper into a Heidelberg digital press. Photos supplied by Western Litho.*



The company has definitely evolved over the decades and they are proud to say that they are an environmentally-friendly print shop. Dale spoke of the energy-efficiency of the new equipment purchases, the recycled paper the shop uses and the alcohol-free inks. "It's better for the environment and for employees," he said.

As more aspects of business become digital, these changes have created more business opportunities for Western Litho. "A lot of our customers email orders to us, and we are working on a new website that features online ordering. We always encourage our customers to come and visit us and take a tour of our shop. They are always so surprised to see how things work behind the scenes," explained Dale.

Strategic investments in equipment and hiring have kept Western Litho relevant and profitable. "We've evolved," said Dale. He spoke of the investment in a new piece of equipment known as the UV coder which outputs raised print. This creates a differentiating added-value detail, helping customers' messages resonate. "Our end product looks better," Dale said, "and we know how to add polish to what they are trying to achieve."

**Western Litho offers design services and operates top-of-the-line dye-cut equipment, folding equipment, two Hiedelberg off-set presses and the 10 colour Hiedelberg Speedster. This equipment provides the ability to print 15,000 copies an hour, two-sided, full colour, 20/29; which is printer speak for faster and better quality. For customers it means quicker outcomes and great value.**

The Western Litho client list is deep, and there are epic tales of completed jobs. The print house steps up as needed, and in the case of local celebrity/motivational speaker, Darcy Lang, they worked with her to print her book. Dale explained Lang could have used a myriad of printers, but the relationship with his team, and the price-point, sealed the deal.

Western Litho has many new offerings in equipment and their highly-trained staff can produce a multitude of products such as signs, oversize printing, decals, laminates; all of it cut and folded to specifications on any type of paper and even some plastics.

So what does the future hold for Western Litho, the Schaeffer family and their team? "We

are always learning and wanting to stay on trend, to know what our customers are looking for," Dale said. In a world where in-person connection is limited, the warmth and feel of printed materials becomes a powerful brand ambassador.

Western Litho Printers has always been about family, the community and being proud of becoming a long-standing, locally owned business. They strive to deal with as many local businesses and encourage others to do the same. "During times like this, it's important to look to your neighbour and support each other," said Dale.

For more, visit [www.westernlitho.ca](http://www.westernlitho.ca). 

# 2021 Google Update

## Importance of Digital Experience



**HOW WOULD** your business be impacted if your website came up first on Google every time a prospect searches for a product or service that you offer? Would it help if your business was ranking at the top results for all the keywords your potential customers are searching for? Of course, it would! Today's reality is that Google can make or break your business.

You may not be able to get top positioning for every key phrase, but a worthy website that pays attention to how Google works and how its target audience behaves online will always win when it comes to attracting, retaining and converting visitors to customers.

Google rarely reveals any part of the secret sauce that powers its algorithm; however, in mid-2020, Google made a public announcement giving insights on its ranking recipe. Google acknowledged that it is their goal to rank reputable websites higher and that digital experience will play a crucial role in positioning. Google calls this algorithm update Web Vitals.

It is no surprise that Google has pushed businesses to build "better" websites. After all, it is in Google's best interest to ensure that every click leads users to websites that present relevant information in the most engaging way. Previously it has been challenging to measure

digital experience due to a lack of a defined metrics that Google values. Yes, we know that Google is a sucker for websites that retain visitors. However, with the core web vitals now identified, we can directly measure, track and improve digital experiences.

Following are the three core web vitals that impact digital experience:

1. Largest Contentful Paint (LCP)
2. First Input Delay (FID) Page responsiveness
3. Cumulative Layout Shift (CLS)

Let's explain each of the above in simpler terms. LCP focuses on page load speed, emphasizing what your audience sees in the first 2.5 seconds. To accommodate this requirement, designers will have to rethink the popular design trend of having a large image at the top of your webpages. The key is to focus on giving the user information they intend to see as quickly as possible.

FID relates to page responsiveness. Google has done extensive analysis of what frustrates users, and it turns out, we are very impatient creatures. There is no surprise there. We get agitated if things on a website don't function how they are supposed to or take time to act. Make sure that your website works the way users intend it.

CLS prioritizes the visual stability of your webpage as users scroll through the content. If users have to shift back and forth, repeatedly scrolling to get the details they need, it will create added frustration and diminish the digital experience. A good practice is to create content nuggets that present ample information within the viewable screen size.

A website that pays attention to how Google works and how its target audience behaves online will always win when it comes to attracting, retaining and converting visitors to customers.

The good news is that LCP, FID and CLS metrics are measurable. If you are not analyzing your online audience's behaviour closely, you miss out on a significant advantage of being found on Google. The sooner businesses act to optimize their website's digital experience, the greater the benefit will be once Google's Web Vital goes live.

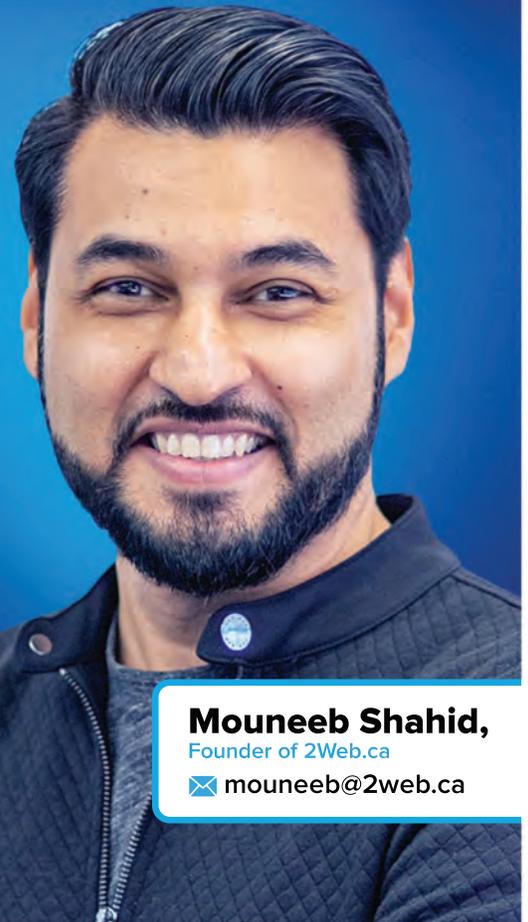
To learn more about how you can optimize your website, visit our blog at [www.2Web.ca](http://www.2Web.ca).



# HIGH PERFORMANCE DIGITAL EXPERIENCES THAT DRIVE GROWTH

VISIT

[2web.ca](http://2web.ca)



**Mouneeb Shahid,**

Founder of 2Web.ca

[✉ mouneeb@2web.ca](mailto:mouneeb@2web.ca)



**STEP**  
SASKATCHEWAN TRADE & EXPORT PARTNERSHIP  
2020 EDITION



**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.

Through 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: Photos by Martin Damboldt, Pexels.com; Pixabay.com*

## A

### Ag in Motion

Saskatoon, Saskatchewan  
[www.aginmotion.ca](http://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](http://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](http://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 services and election services, and general management and administration services for organizations.



### Ag-West Bio Inc.

Saskatoon, Saskatchewan  
[www.agwest.sk.ca](http://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](http://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](http://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](http://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](http://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, as well as consulting and research.



**B****Benchmark Public Relations**

Regina, Saskatchewan  
[www.benchmarkpr.ca](http://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](http://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.

**Broekman Logistics Division B.V.**

Rotterdam, South Holland  
[www.broekmanlogistics.com](http://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](http://www.bdc.ca)

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

**C****Canada China Business Council**

Calgary, Alberta  
[www.ccbc.com](http://www.ccbc.com)

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

**Canada's Farm Show**

Regina, Saskatchewan  
[www.myfarmshow.com](http://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.

**Canada Organic Trade Association**

(COTA)  
 Ottawa, Ontario  
[www.canada-organic.ca](http://www.canada-organic.ca)

Products and services include hosting events, consumer campaigns, engaging with their membership base and creating opportunities for the Canadian organic sector. 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.

**Canadian Food Exporters Association (CFEA)**

Toronto, Ontario  
[www.cfea.com](http://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](http://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](http://www.specialcrops.mb.ca)

Products and services include the use of CSCA trade rules, reduced fee for CSCA annual meeting, reduced fee for 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 to vote on issues affecting the industry.

**Canadian Western Agribition**

Regina, Saskatchewan  
[www.agribition.com](http://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](http://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.

**Cascades Containerboard Packaging**

Winnipeg, Manitoba  
[cascades.com](http://cascades.com)

Products and services include producing, converting and marketing packaging and tissue products that are composed mainly of recycled fibres.

**Certification Experts**

Weesp, North Holland  
[www.certification-experts.com](http://www.certification-experts.com)

Products and services include product certification, European product legislation, international product safety regulations, technical and legal issues pertaining to product safety, and authorized representation.

**Community Futures Saskatchewan (CFS)**

Winnipeg, Manitoba  
[www.cfsask.ca](http://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](http://www.conexus.ca)



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

## Connected World Translation Services (CWTS)

Regina, Saskatchewan  
[www.connectedworldtranslation.com](http://www.connectedworldtranslation.com)



Products and services include the delivery of diverse types of translations, including technical, legal, administrative, medical, financial, website, script (videos), multimedia, as well as 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](http://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.

## Creative Display Saskatchewan

Regina, Saskatchewan  
[www.creativedisplay.ca](http://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, 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.

D

E

## Economic Development Regina (EDR)

Regina, Saskatchewan  
[www.economicdevelopmentregina.com](http://www.economicdevelopmentregina.com)

Products and services include providing programs, resources and economic data that help businesses at any stage of development connect with opportunity 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, they work to foster those connections and welcome new businesses to the fold.



## Equipment Data Associates (EDA)

Charlotte, North Carolina  
[www.edadata.com](http://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](http://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 the Industry Showcase.

## Estevan Chamber of Commerce

Estevan, Saskatchewan  
[www.estevanchamber.ca](http://www.estevanchamber.ca)



Products and services include professional services for members.

## Export - Import Trade Centre of Canada & USA Ltd./

### Eximcan Canada

North York, Ontario  
[www.eximcan.com](http://www.eximcan.com)



Products and services include pulses, lentils, green peas (split/whole), yellow peas (split/whole), chickpeas, beans, dark red kidney beans, light red kidney beans, navy beans, white kidney beans, large lima beans, alubia beans, black beans, pinto beans, pink beans, cranberry seeds, sunflower seeds, coriander, mustard, canary, and milled flax seed.

## Export Development Canada (EDC)

Regina, Saskatchewan  
[www.edc.ca](http://www.edc.ca)



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

F

## Farm Credit Canada (FCC)

Regina, Saskatchewan  
[www.fcc.ca](http://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](http://www.fittfortrade.com)



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

## FPIInnovations

Prince Albert, Saskatchewan  
[www.fpinnovations.ca](http://www.fpinnovations.ca)



Products and services include technical support for forest operations, wood products, manufacturing and pulp/paper making, product development services for wood products and value-chain optimization for wood products, market demand and market development services for wood products, pre-feasibility studies, business mentoring, business 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.

# G

## Global Affairs Canada

Regina, Saskatchewan

[www.tradecommissioner.gc.ca/index.aspx](http://www.tradecommissioner.gc.ca/index.aspx)



Global Affairs Canada

Affaires mondiales Canada

Trade Commissioner Service

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 Trade Credit Inc.

Calgary, Alberta

[www.globaltradecredit.ca](http://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), as well as a political risk policy.

## Government of Saskatchewan, Ministry of Trade and Export Development

Saskatoon, Saskatchewan

[www.saskatchewan.ca](http://www.saskatchewan.ca)



Products and services include creating opportunities and providing services that enable economic growth through trade, investment and export, it ensures the business and investment environment is competitive and develops strong Saskatchewan brand recognition.

## Greater Saskatoon Chamber of Commerce

Saskatoon, Saskatchewan

[www.saskatoonchamber.com](http://www.saskatoonchamber.com)



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

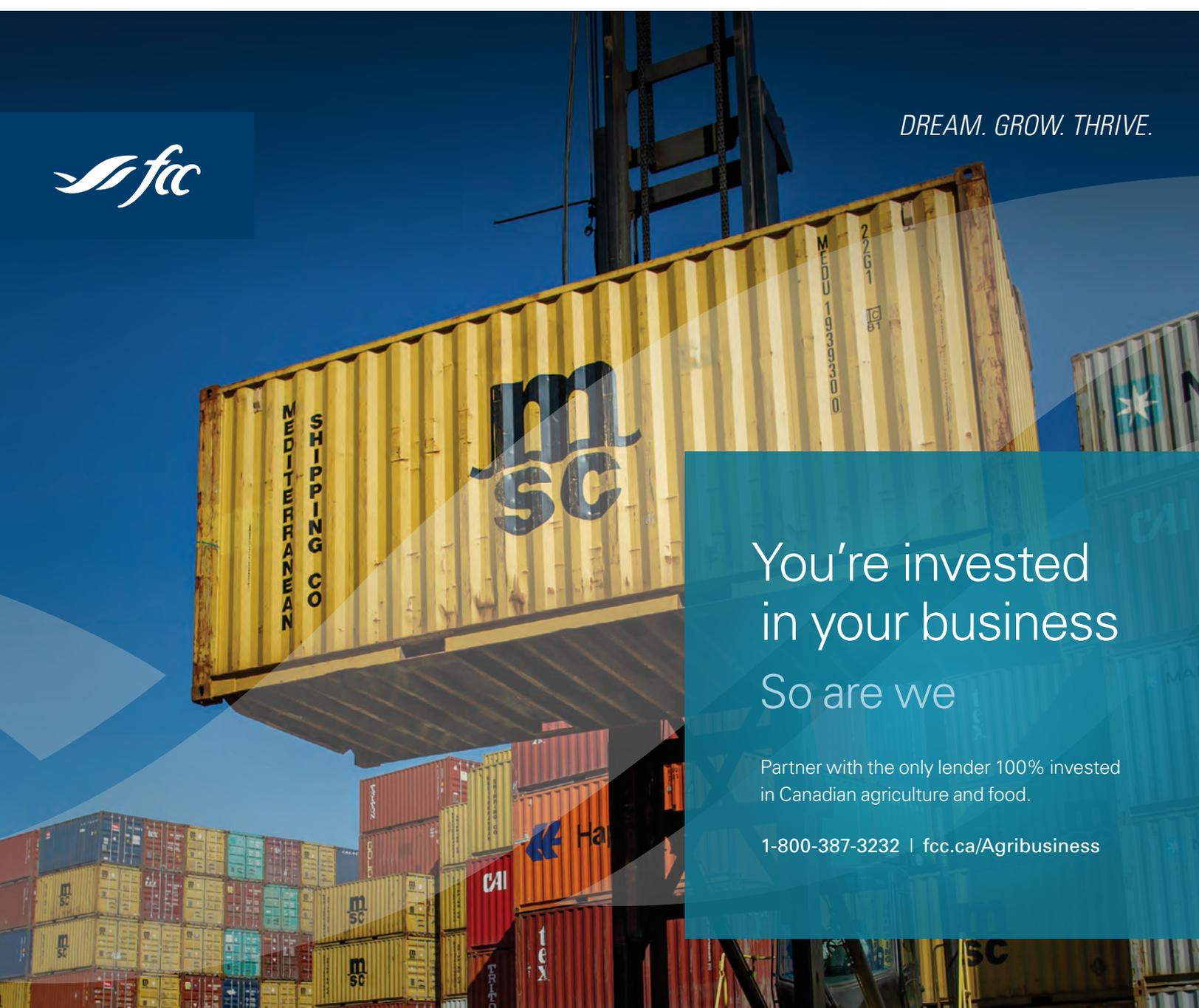


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1-800-387-3232 | [fcc.ca/Agribusiness](http://fcc.ca/Agribusiness)



## H

### HSBC Commercial Banking

Saskatoon, Saskatchewan  
[www.business.hsbc.ca/en-ca](http://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, 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.saskherbspice.org](http://www.saskherbspice.org)



Products and services include tools to help specialty agriculture to 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.

### Humboldt & District Chamber of Commerce

Humboldt, Saskatchewan  
[www.humboldtchamber.ca](http://www.humboldtchamber.ca)



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

## I

### Impact Marketing Services Ltd.

Saskatoon, Saskatchewan  
[www.impactmarketing.ca](http://www.impactmarketing.ca)



Products and services include promotional products and corporate clothing.

### Innovation Place

Saskatoon, Saskatchewan  
[www.innovationplace.com](http://www.innovationplace.com)



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

## J

## K

### Kindersley Transport Ltd.

Saskatoon, Saskatchewan  
[www.kindersleytransport.com](http://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, 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](http://www.kwe.ca)



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

### Konica Minolta Business Solutions (Canada) Ltd.

Saskatoon, Saskatchewan  
[www.konicaminolta.com](http://www.konicaminolta.com)



**KONICA MINOLTA**

Products and services include business solutions (multi-function peripherals, laser printers, filling devices, software and peripheral devices, cloud services, managed print services); production print systems (digital colour and monochrome printing systems); industrial inkjet (inkjet print heads, inkjet textile printer, inkjet ink); health care (digital X-ray diagnostic imaging systems, digital mammography, diagnostic ultrasound systems, medical imaging filing systems, medical management ICT service); and measuring instruments (colourimeters, luminance meters, spectrophotometers, photovoltaic reference cells, pulse oximeters).

### KPMG LLP

Regina, Saskatchewan  
[www.kpmg.ca](http://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

Regina, Saskatchewan  
[www.manitoulingroup.com](http://www.manitoulingroup.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](http://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.

Emerson, Manitoba  
[www.midcanadatransloadservices.com](http://www.midcanadatransloadservices.com)



Products and services include target market to offer truck to rail transload services to the agriculture industry. Mid Canada Transload Services also have warehousing and office space available for lease.

### MLT Aikins LLP

Regina, Saskatchewan  
[www.mltaikins.com](http://www.mltaikins.com)



**WESTERN CANADA'S LAW FIRM**

Products and 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.

## 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.



## 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.



## 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, business directory, community directory, focus on trade shows, official city map, member referral, visitor information, merchant MasterCard, and national group insurance, including dental, life and medical.



## 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.



## 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.



## NSBA

Saskatoon, Saskatchewan  
www.nsbask.com

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



## O

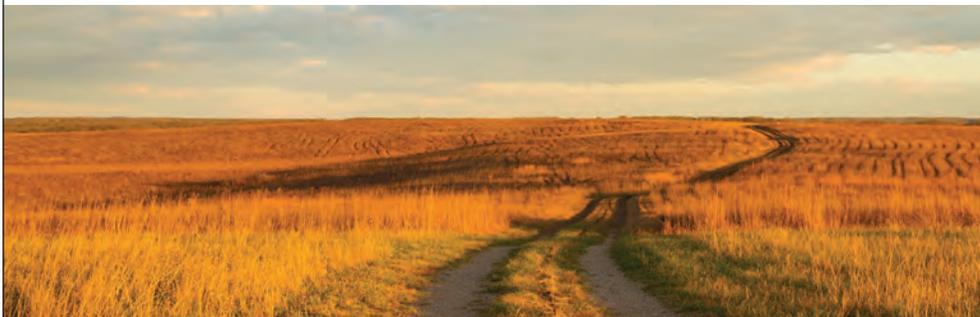
## Oria Agriculture

Saint-Etienne-sur-Chalaronne, Ain  
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 agri-



MCKERCHER LLP BARRISTERS & SOLICITORS



## We Know Saskatchewan

Success does not happen overnight.  
And sometimes the path is obscure and a little rocky.

We are proud to travel with our clients providing solutions, advice, and counsel to keep moving forward.

With roots tracing back to 1926, we know the Saskatchewan business landscape and the inherent rough patches that we find along the path toward success.



**SASKATOON**  
374 Third Avenue South  
Saskatoon, SK S7K 1M5  
(306) 653-2000 F (306) 653-2669

**REGINA**  
800 - 1801 Hamilton Street  
Regina, SK S4P 4B4  
(306) 565-6500 F (306) 565-6565

mckercher.ca

culture industry. Oria's distribution network is comprised of knowledgeable, tech-savvy dealers and OEMs who value customer support and have broad reach throughout Europe.

**P**

**Percy H. Davis Customs Brokers**

North Portal, Saskatchewan  
[www.percydavis.com](http://www.percydavis.com)



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

**Powerland**

Regina, Saskatchewan  
[www.powerland.ca](http://www.powerland.ca)



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

**Prairie Agricultural Machinery Institute (PAMI)**

Humboldt, Saskatchewan  
[www.pami.ca](http://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, 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](http://www.prairieskychamber.ca)



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

**Prince Albert and District Chamber of Commerce**

Prince Albert, Saskatchewan  
[www.princealbertchamber.com](http://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](http://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](http://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, extend payment terms to clients, and local market information in foreign countries.

**Regina & District Chamber of Commerce**

Regina, Saskatchewan  
[www.reginachamber.com](http://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](http://www.yqr.ca)



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

**Regina Construction Association**

Regina, Saskatchewan  
[www.rcaonline.ca](http://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](http://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](http://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](http://www.roncofreight.com)



Products and services include a full range of logistics services, including ocean, air and ground transport, along with customs brokerage, warehouse and distribution capabilities.

**S**

**Saskatchewan Barley Development Commission**

Saskatoon, Saskatchewan  
[www.saskbarleycommission.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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 Fruit Growers Association (SFGA)

Saskatoon, Saskatchewan  
[www.saskfruit.ca](http://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](http://www.simsa.ca)



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

## Saskatchewan Interactive Media Association (SIMA)

Regina, Saskatchewan  
[www.saskinteractive.com](http://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](http://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-Buzzzzz*) and inclusion in the SMPIA Online Membership Directory, including resume and headshot, access to events, including Showcase, SMPIA's AGM, volunteer recognition, various festivals, workshops, socials and more, discount on SMPIA programs and events, voting rights at general meetings, seek 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](http://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](http://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](http://www.saskwheat.ca)



Products and services are divided into four major areas that contribute to profitable and sustainable wheat production for Saskatchewan farmers. These areas are: research, market development, advocacy and communications.

## Saskatoon & Region Home Builders' Association, Inc.

Saskatoon, Saskatchewan  
[www.saskatoonhomebuilders.com](http://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](http://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](http://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.

Saskatoon, Saskatchewan  
[www.sreda.com](http://www.sreda.com)



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

## SaskOrganics Association Inc.

Regina, Saskatchewan  
[www.saskorganics.org](http://www.saskorganics.org)



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

### Spec Logistics Ltd.

Saskatoon, Saskatchewan  
www.speclogistics.ca



Products and services include ground LTL, FTL, and rail air freight, hot shot services ocean freight agriculture crop hauling.

### Sunrise Publishing

Saskatoon, Saskatchewan  
www.sunrisepublish.com



Products and services include niche marketing services to clients through advertising in publications, advertising sales, desktop design, editorial service, photography, print liaison and distribution brokering.

### 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, documentary collections, as well as controlling risks associated with fluctuating foreign exchange rates, for large, medium and small businesses.

### The Hill Companies

Regina, Saskatchewan  
www.hillcompanies.com



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

### 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 our Leadership Team Growth Coaching services, which are unique from other forms of business, leadership and executive coaching, in that we: 1) support the whole leadership team - with their decision-making and development; 2) provide best practice tools and guidance - from the world's best business thought leaders and scaled down for mid-size companies; and 3) take 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

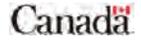
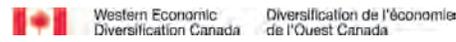
Saskatoon, Saskatchewan  
www.wesk.ca



Products and services include a comprehensive and seamless support system for women in business by connecting like-minded individuals and offering relevant programs and services, business advising and support, a distinct financing program, and expert learning and connecting opportunities.

### Western Economic Diversification Canada (WD)

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



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

### 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 letterhead.

### 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.), and consulting services, including 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.

# GET MORE OUT OF STEP'S Market Intelligence Service

**MAKING GOOD DECISIONS** is essential for operating a successful business, and in many cases, these crucial decisions are made with less than optimal information. Considering business decisions are only as good as the information they are based upon, it is essential that companies look to 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.

STEP's Market Intelligence service focuses on providing secondary (desk) research, supplemented by primary research when information gaps exist and it is feasible to do so. Our team has access to over \$90,000 in subscription industry resources, which assists us in accessing the latest primary data. We supplement this with in-depth search knowledge of publicly available information from multiple sources, including government, industry and private sector sources. When this information does not quite answer the question, STEP will access its network of international trade professionals, which range from STEP's experienced trade staff to foreign-based government and industry professionals.

## Examples of types of reports we provide include, but are not limited to:

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

## Major Databases STEP subscribes to:

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

## MI Service Allocation:

- STEP Pre-Market Members - 25 hours per fiscal year (April 1-March 31)
- STEP Regular Members - 50 hours per fiscal year (April 1-March 31)
- STEP Premium Members - 100 hours per fiscal year (April 1-March 31)

## Getting Started:

To discuss your potential research requirements, contact Jeff Thackeray, Director, Market Intelligence at 306-787-4103 or [jthackeray@sasktrade.sk.ca](mailto:jthackeray@sasktrade.sk.ca).



# 100 Years and counting

*Saskatchewan Chamber of Commerce marks a year like no other*

**AFTER 100 YEARS IN OPERATION,** the Saskatchewan Chamber of Commerce has experienced the ups and downs of the economy, but it has likely never witnessed a year like 2020 before.

“Our 100<sup>th</sup> anniversary is certainly something we recognize and are proud of,” said CEO Steve McLellan. “However, our priority this year is focusing on the recovery and resilience of businesses.”

That doesn't mean that previous years haven't had their highlights. As part of their celebrations, the Chamber commissioned former *Regina Leader Post* Business Editor Bruce Johnstone to draft a centenary book. He uncovered a few gems during his research.

“When we were looking back through the records, one example of a big issue we dealt with in the 1920s was what the weight of a loaf of bread should be. Bread was being made across the province, but the weights varied. The Chamber helped find a uniform weight of what a loaf should be - it was a big deal then,” said McLellan.

“The book also discussed the way in which the Chamber helped with taxation, Indigenous engagement, immigration, and trade. What

we have noticed when we looked back is the titles on the records haven't really changed, but the expansion of services and work that we do within those titles really has.”

The book, *A Century of Enterprise*, contains a timeline of each decade. Johnstone has gone through the organization's records, all the way back to its beginnings in the nineteenth century, to create the book. The book covers past presidents, each decade's priorities, business perspectives, and provincial and federal government relationships. It's available for download on the Chamber's website.

The pandemic meant that the Chamber had to revise its plans for its century anniversary party. The original plan was to celebrate during its annual ABEX (Achieving Business Excellence) Awards, which is the largest and longest-running business awards program in the province.

This year the awards not only switched to a virtual event, but they also focussed on highlighting businesses that became Saskatchewan's heroes during the pandemic. Although the event may have been virtual, the Chamber made it memorable by asking people to wear outfits

# A CENTURY OF ENTERPRISE



*As part of their 100 year celebrations, the Chamber commissioned former Regina Leader Post Business Editor Bruce Johnstone to draft a centenary book, A Century of Enterprise.*



SASKATCHEWAN'S VOICE OF BUSINESS  
CELEBRATES 100 YEARS

from “The Roaring ‘20s” in small group watch parties.

The Chamber has pivoted its programs and services this year to centre around COVID-19 programming. It has been working with business and government to make sure the right solutions are being presented to provide adequate supports and policies.

The Chamber recently launched the “Grab your Slice” program, a series of webinars featuring professionals discussing the different support programs that a business could be eligible for from the government.

“This year communication has been key. Not only with businesses and the government, but between our staff,” said McLellan.

For the first four months of the pandemic, the Chamber’s staff changed to a home-based work environment. They were fortunate to be well positioned to use modern technology to ease the transition.

“Our workload really changed during the pandemic’s beginnings. Everyone became very busy with the programming. We wanted to make sure staff members were not duplicating each others work, so dialogue among the staff was really quite critical,” said McLellan.

Online engagement has been the best way for the Chamber to stay connected with businesses and keep them informed of the latest government initiatives. The Chamber recently launched the “Grab your Slice” program, a series of webinars featuring professionals discussing the different support programs that a business could be eligible for from the govern-

ment. These support programs can be complicated, so the Chamber has invited accounting professionals from MNP to help answer any questions.

“In order for businesses to recover, they need to make sure they are receiving their fair slice of federal programs,” said McLellan.

Businesses are still continuing to navigate rules and regulations to serve their market the best way they can. “As we head into the winter season, I think the mood is a little darker and gloomier like the weather. However, I am still very optimistic that we will get through this and come out stronger than ever,” he said.

He added that businesses in the province have continued to take appropriate measures by staying socially distanced, wearing masks, and following the intent and spirit of all Health Authority rules. Everyone is doing their part to help overcome the pandemic.

“There is no doubt that there are tough times ahead, and I am afraid there will be some businesses who won’t make the spring, but there are things we can do to support each other that go beyond government support that will hopefully minimize that risk,” explained McLellan.

He urged local business owners and managers to also shop local when they are buying their products and services. Although it may sometimes be easier to purchase from other venues, our economic futures depend on everyone in the province right now supporting each other.

“Often times when buying local, a business discovers better or different products, so the outcome is usually a benefit for everyone involved,” said McLellan.

It’s also a time when businesses will have to be extra creative for keeping their businesses

operating. “A good businessperson is creative, but during these times it’s even more important to think outside the box - whether it is changing the way you offer your services, or incorporating digital enhancements like updating your business website,” said McLellan.

Continued dialogue among businesses and the Chamber is also important. Not just with regard to business operations, but also to share some laughs during these challenging times.

“We recognise the toll this has taken on people’s mental health,” said McLellan. “It has caused so much stress and anxiety, sometimes a virtual hug is needed. Solutions are both economic and social.”

With 2020 coming to an end, the Chamber will continue to offer online programs to help businesses navigate their support options in the new year. The Chamber also plans to continue to work closely with the government.

“The two-prong process of this situation is recovery and resilience. Recovery is getting a business back to some sort of normalcy. Resilience is the process of getting businesses stronger and more prepared. This means businesses having more of a digital presence, better technology, and making sure policies for remote workers are in place,” said McLellan.

During the past century, the Saskatchewan Chamber of Commerce has done great work and has made tremendous progress. The Chamber is confident that it will continue to do good work for the next century.

“The Chamber has an important role to play for businesses. As long as we continue to serve our businesses appropriately, we will continue to be an integral part of the Saskatchewan economy.”

For more, visit [www.saskchamber.com](http://www.saskchamber.com). 



# Growing Businesses Through Branding & Website Design



BY: OLIVIA LAWRENCE

## Today, the company is a bustling branding agency that creates and implements memorable brands for companies across Canada.

**ZAP CREATIVE** is a one-stop-shop when it comes to marketing your business online.

“I handle design and creative direction,” said co-owner Hannah Wheeler. “My husband, Donovan, handles the technology and business side, so quite different skills, but both are needed. Right now, we have a team total of six to perform our operations.”

Hannah attended Alberta College of Art and Design in Calgary and earned a degree in graphic design and a minor in advertising. “I always had this dream of being an entrepreneur and starting my own agency,” said Hannah.

Hannah was able to turn that dream into a reality when she and Donovan opened Zap Creative in Saskatoon three years ago. Previously, they had been working on a freelance basis to help their clients during evenings and weekends. They decided to make the leap of faith and quit their day jobs to work full-time on Zap Creative. Today, the company is a bustling branding agency that creates and implements memorable brands for companies across Canada.

Zap works with businesses to develop a strategy, design and website. Zap can also connect a business’ online platforms with customer relationship management (CRM) so a company has the ability to review website, social media and email activities. For direct marketing, Zap can create Google Ads and Search Engine Optimization (SEO), so a company’s website is a top result with internet searches.

“We work with a wide range of companies from start-ups all the way to medium sized clients,” said Hannah. “They range from agriculture, steel manufacturers, construction companies and food processors. We create e-commerce websites, packaging, design and branding.”

Over the years, the company has worked on many memorable projects. Zap worked with Milkin’ More, formerly known as SKTN Mini Eats, which creates products that help mothers with breastfeeding, postpartum recovery and overall nutrition. The company’s former name didn’t capture the essence of its products, so Zap worked with the company on a rebranding. They focused on the company’s desire to create products without any preservatives and unnecessary ingredients, which culminated with the tagline: “Made with love and simple ingredients”.

Another memorable project involved YAY! THAI, a plant-based Thai restaurant in Saskatoon, which was seeking a new logo and accompanying marketing materials. Zap took inspiration from the vibrant colors of authentic Thai street food and created a fun and shareable brand as well as having the ability to be franchised. They were inspired to develop the name through festivals in Thailand that use the phrase “Chai-Yo”, which means “Cheers!” in Thai. That inspiration also led Zap to create a bright logo, vibrant mural and welcoming culture of the restaurant.

When the pandemic hit, Zap was able to help their client’s transition to online e-commerce formats, so they could continue to sell their products. The transition from conventional sales to online marketing can be a daunting process, so Zap created a training course to help clients with the transition.

“The course allowed our clients to attend training sessions to teach them how to brand and market their business online with step-by-step sessions. It’s been great to see our clients come

away with actionable items and strategies they have implemented right away,” explained Hannah.

The positive feedback convinced the company to create longer courses with more information. Zap is now offering two courses entitled “Brand Marketing Boot Camp” and “Campaign Marketing Boot Camp,” which are available from January to April; the deadline to apply for the subsidy is December 31.

The courses explain how to use social media platforms and industry-leading software to market products and services. Topics include how to create a marketing plan, content creation, Google ads, email marketing and analytics. The courses are a combination of an online format and in-person training sessions with the in-person sessions adhering to COVID-19 restrictions.

### When the pandemic hit, Zap was able to help their client’s transition to online e-commerce formats, so they could continue to sell their products.

“I love sharing my knowledge with people so much so that it sparked the idea to launch a new side of our agency called Zap Academy,” said Hannah. “The academy side trains people in branding, design and marketing. I wanted to open up this side of my business for clients who don’t have the funds to have us do everything for them.”

During her time in business, Hannah noticed that some of her customers wanted to be in control of some of their online marketing areas but not others where they felt less comfortable with the technology. The academy provides them with the opportunity to be trained to do just that.

“We cater to our businesses’ needs with a combination of a hands-on, hands-off approach. We will do as much or as little as you need. Some businesses even come into the workplace and watch us work,” said Hannah.

As a digital marketing company, Zap spends most of its marketing efforts online through SEO, Google ads and social media. However, it also uses old fashioned networking through organizations such as Business Network International (BNI), the local Chamber of Commerce, and Regional Economic Development Authority, as well as its own client base.

Zap joined STEP a few months ago to help increase its marketing reach. Recently, Zap were guest presenters at a STEP seminar on digital marketing.

In the future, Hannah said she expects that the company will focus on two different areas: the creative service side and the training. She can also see a growing need to assist companies that may need a branding refresh or have acquired existing companies and need to develop a new strategy for its corporate image.

“We are so passionate about the work we do, and that we can allow clients’ products to cover online markets. Often our clients have brands that reflect them, so to help them grow and succeed are daily wins for me,” said Hannah.

For more information, visit [zapcreative.ca](http://zapcreative.ca). 

# 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 - Corporate Services at 306-787-7942 or hswan@sasktrade.sk.ca.



Brad Michnik

## SASKTRADE Virtual Showcase

Although travel may be restricted, there are still opportunities to meet and greet potential customers from around the world. **STEP** is launching the **SaskTrade Showcase** - an innovative virtual platform highlighting members' products and services to the world.

"As Saskatchewan exporters look at new ways to conduct international business, the SaskTrade Showcase allows the connection of international buyers with provincial exporters," said Brad Michnik, STEP's Senior Vice President of Trade Development. "This new service is designed to assist members to further build international marketing and sales capabilities through an exclusive STEP member virtual exhibition."

He said the SaskTrade Showcase will have the look and feel of an actual trade show, but it will be staffed without leaving your office. Members can set up their virtual trade show area as they see fit, including videos, marketing materials, flyers, etc. Buyers can do a virtual walk-through of the booths and discuss business opportunities with the exhibitors.

"The trade show will go live for four days and members can work their booth right from the office or smart phone. You can work on other projects as the show is underway, and as long as you remain connected to the platform, you will receive an alert if a buyer would like to meet with you. These discussions can be through online voice, video or messaging, direct through the platform," explained Michnik.

The SaskTrade Showcase will be organized by sector into five exhibit halls focusing on agriculture and agri-food, agricultural technology and equipment, energy and mining, information technology solutions, and professional services and manufacturing. The first live event will take place from January 25-28, 2021, so it is important for members to start preparing their virtual booths as soon as possible.

### The SaskTrade Showcase will have the look and feel of an actual trade show, but it will be staffed without leaving your office.

Michnik said STEP will be encouraging its extensive network of international contacts to attend the showcase. After almost 25 years of operations, STEP has developed an extensive list of buyers they will invite to the event. Along with this, they will work with key partners, such as associations, trade commissioners, Saskatchewan International offices, trade promotion consultants and others, to get the word out. As an added incentive to attract buyers, the platform will include about 20 webinars that showcase Saskatchewan strengths and exporters' newer technologies.

"Going forward, exporters will continue to seek new ways to develop business internationally, and online solutions will be at the forefront. This will be a new approach towards facilitating international exposure and international business for Saskatchewan companies," said Michnik.

## NEW International Offices



The **Government of Saskatchewan** continues to work toward opening three new international trade and investment offices in Japan, India and Singapore in early 2021. The offices will be co-located with existing Government of Canada offices, and the staffing process is underway.

Establishing a Saskatchewan presence is expected to allow the Government of Saskatchewan to diversify markets and facilitate connections between Saskatchewan businesses and buyers in these key markets and the broader regions. These offices will work toward encouraging greater foreign direct investment in Saskatchewan. Developing and maintaining ongoing relationships in these markets is important to facilitating business partnerships.

Having Saskatchewan officials on the ground in-market will provide an advantage to exporters in making connections and understanding the business and regulatory environment in these markets. The offices will also provide information on trade and investment opportunities in Saskatchewan, assist with investment and trade mission planning for incoming delegations, and connect Saskatchewan businesses with buyers in Asia.

The India office will be located in New Delhi, and the Japan office will be located in Tokyo. The Singapore office will also act as a “hub” location for the ASEAN region (Indonesia, Thailand, Malaysia, Singapore, Philippines, Vietnam, Brunei, Myanmar (Burma), Cambodia and Laos). In addition to offices in China, India, Japan and Singapore, the provincial government will consider further opportunities for offices and an increased presence in other international markets in the future.

## CANEXPORT SME program revised

The Government of Canada recently announced new actions to help businesses grow while navigating the challenges of the COVID-19 pandemic in the global marketplace. The **CanExport SMEs program**, which is delivered through the Trade Commissioner Service, is being revised in response to the pandemic.

### The program will now help businesses develop and expand their e-commerce presence by covering partial costs associated with online sales platforms and digital strategy consulting, as well as advertising and search engine optimization.

This program helps small business owners and entrepreneurs break into new international markets with funding of up to \$75,000 to cover travel costs and other expenses. With international travel restricted due to COVID-19, the program is now pivoting to help small businesses in other ways.

The program will now help businesses develop and expand their e-commerce presence by covering partial costs associated with online sales platforms and digital strategy consulting, as well as advertising and search engine optimization. It will also assist businesses to attend virtual trade shows and other business-to-business events, and navigate new COVID-19-related trade barriers by helping pay for new international market certifications and requirements.

Small business owners and entrepreneurs can access funding at [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca).

## FITT member benefit

Just a reminder that **STEP** has partnered with the **Forum for International Trade Training (FITT)** to offer special discounted programs for members. These discounts apply to FITTskills Online Workshops and Online Courses.

FITT is the national standard for international business training, resources and professional certification for individuals and businesses. FITT programs are customized for global trade professionals across Canada and around the world. STEP members, board of directors and staff have participated in FITT skills training and professional international trade certifications for many years.

For more information about FITT, visit [www.fittfortrade.com](http://www.fittfortrade.com) or contact Leigh-Ann Redmond, Director, Digital Marketing, FITT, at (613) 230-3553 x 102 or (800) 561-3488, or email [Leigh-Ann@fitt.ca](mailto:Leigh-Ann@fitt.ca).



## PRE MARKET Membership Services

STEP offers customized services for startup/near export ready Saskatchewan companies. These services are tailored to enterprises that are not currently involved in export and are pre-commercialization, but they have product or service offerings, resources and are committed to initiating and pursuing international markets.

**STEP offers customized services for startup/near export ready Saskatchewan companies. These service offerings are ideal for new to exporting enterprises that are aggressively seeking new business opportunities.**

These service offerings are ideal for new to exporting enterprises that are aggressively seeking new business opportunities. The suite of customized pre-market membership services are available at reduced membership investment fees.

Some of these services include customized market research reports, access to advice and guidance from STEP staff on markets and market development, as well as STEP market studies and exporting guides and the STEP Pre Market Funding Program.

Other services include attendance at STEP seminars, trade conferences, and networking events at member rates; a corporate profile in sector directories of STEP's *Global Ventures Magazine* and website; and networking and business development opportunities.

Please visit [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca) for more information. 



[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)

# Jay ALBERS

“ At STEP we want to bring value to our members no matter what the situation, and provide them with opportunities to continue to grow their business. ”



BY: OLIVIA LAWRENCE

**JAY ALBERS** has been working as trade specialist for the Agri-Value Division in Saskatoon since last November. As a trade specialist, he helps promote value-added agriculture in the province.

He is responsible for assisting, developing and expanding producers and companies involved in value-added processing of agricultural products. Albers has a specific focus on retail packaged goods, along with food ingredients and organic commodities.

Agriculture in Saskatchewan is a thriving industry, and the province is known as the largest exporter of agri-food products in Canada. Albers spends plenty of time organizing trade shows for businesses, and he helps answer their export questions, specifically how to get their products into potential markets either through STEP or other contacts.

“Our goal in the Agri-Value Division is to help our members get their products onto store shelves or to the end consumer,” said Albers.

His position allows him to take advantage of his previous agricultural experiences. Before joining STEP, he worked in all facets of the agriculture supply chain from trading with international contacts and companies to buying from local farmers and producers. He also grew up on a grain and cattle farm in northern Saskatchewan, so farming is in his roots and is a real passion.

After high school, Albers attended the University of Saskatchewan where he earned a degree in Business Economics. He then decided to go back to what he knew - the agriculture sector.

“The position at STEP has been a great fit for me. STEP has been a great environment to work in, and I have really enjoyed helping companies on a step-by-step basis and seeing their growth,” he said.

When Albers is not consulting with companies, his hobbies include going back to the north to fish, football and hockey.

The Agri-Value Division had big events and missions planned for the 2020-21 year. However, with the outbreak of COVID-19, the team had no choice but to cancel numerous plans and move things to a virtual environment. At the pandemic’s beginnings, they had to react quickly to all the changes, cancelling important meetings and trade shows with partners in other markets.

“At STEP we want to bring value to our members no matter what the situation, and provide them with opportunities to continue to grow their business,” explained Albers.

“We have had to become virtual experts on the fly, which has been challenging at times. However, companies have responded very well, which has made the transition easier for our team,” he said.

“I look forward to continue working with STEP members coming through this pandemic, as we have before and will continue to after.” **GI**

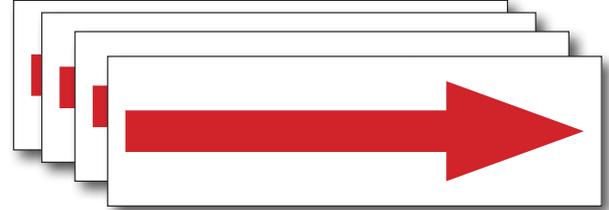
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