

Name: Jill Anderson, President and CEO

Company: Aecometric Corporation
Richmond Hill, Ontario
905.883.9555
<http://www.aecometric.com/>

Year Established: 1980

Employees: 35

Annual Sales: Over \$4 million

Export Sales: 75-90%

Description: Designers, manufacturers and suppliers of industrial combustion equipment to Fortune 500 companies like Bechtel Engineering. The company's 20,000 square foot facility incorporates a leading-edge branch of R&D.

Background: Aecometric's roots go back 30 years when Jill's husband, Larry, started a burner manufacturing company and became an expert in combustion and engineering innovation and R&D. In 1983, Jill took the helm of the newly-created Aecometric Corp., which focuses on total control system integration. Although there are still times when she may require a male colleague to make a call, for the most part Jill hasn't found her gender to be a barrier in dealing with customers. Many of Aecometric's engineers are women and increasingly she sees more women in her contract negotiations with major companies.

Export Markets: U.S., Japan, China, India, Saudi Arabia, South America

Major Export Benefit: "It gives you a bigger market. And with downturns in the economy, you're not at the mercy of a single market."

Export Goal: To sell direct to emerging markets like China. "We want our own presence offshore and not be entirely dependent on the major U.S. companies we deal through."

Biggest Export Challenge: "Breaking into new markets like China is a long haul. We've done installations through large engineering companies but the direct sale will take time."

Help Accessed: Export Development Corp. (EDC): Performance guarantees from EDC for large projects mean Aecometric can avoid having its bank take funds from its operating line. "EDC's turnaround is amazing. I couldn't be more pleased. And their people are well versed about target countries and the competition; they really know what you're all about."

Canadian Manufacturers Association (CMA): "I'm impressed by the country-specific information they provide, particularly on privately-owned competitors."

Government: "The Canadian government has bent over backwards to make good export resources available."

Export Tips: "No matter how much you read about a new market, you are better off finding an agent or rep there. But it can be tricky getting the right person and even harder exiting from a bad relationship. Use the EDC and Canadian embassy to lead you in the right direction and help you find not just an agent or rep but an established company similar to yours that can represent you."

“One of the best things you can do is use the tools available, such as the CMA’s Web site and Canadian consulates for market intelligence. EDC is an excellent resource across the board; anyone I’ve dealt with is very knowledgeable.”