

PPC SEMINAR FOCUSES ON GOVERNMENT FUNDING



INAC Services president David Reynolds summarizing the various funding programs available to the Canadian pulp and paper producers.

the Ontario Exporters Fund, to university research grants, to relatively obscure special interests and enterprises like ‘environmental benefits from organic substitutions for copper,’ even funding for breeding mosquito fish ... it is all about knowing how and where to look for that funding,” stated Reynolds.

“We manage the decision criteria defining the financial strategy before applying for a grant [and] then we do at least 80 per cent of the detailed submission preparation work,” added INAC client advisor Peter Scholze, explaining how the company works “at the grassroots level” to facilitate applications for funding.

“The client’s job is to accurately organize all the required information; our job is to eliminate errors or roadblocks to funding approval,” said Scholze, a former vice-president of procurement for Nestlé’s Canadian and Russian operations.

While the application process usually involves often-complex and rigorous review procedures and approval criteria applied by various government departments, **Canadian Manufacturers & Exporters (CME)** association vice-president Ian Howcroft said the group’s recently-launched **SMART Prosperity Now Program** in Ontario—providing nonrepayable business funding grants to cover up to one-third (up to \$75,000) of eligible expenses for manufacturers with an exporting focus—should make it easier to obtain vital government grant funding for the adoption of more productive technologies and equipment, along with funding to offset marketing and public relations expenditures.

Describing Canada’s current economic performance as “reaching a watershed period” due to global financial turbulence, Howcroft challenged the seminar audience to debunk the popular notion that “governments create jobs.”

“Ideas and innovations create growth opportunities: that’s what creates jobs,” stated Howcroft,

noting that Canada’s manufacturers, exporters and their supply chains account for about 75 per cent of the country’s industrial production and 90 per cent of all exports.

Some of the **CME SMART Prosperity Now Program** eligible project areas include:

- **International Market Expansion:** developing a competitive strategy and a marketing mix;
- **New Market Development:** targeting potential customers in foreign markets;
- **Commercialization,** including marketing research and product advertising;
- **Purchases** of new or upgraded equipment and technologies;
- **Investments** in “sustainable” and “green” technologies, including reducing waste and using alternative fuels;
- **Investments** in the so-called “Lean Productivity Improvement” processes and practices.

For more information on the **CME SMART Prosperity Now Program**, go to: www.cme-smart.ca

Underfunding can be a killer even for the best laid-out business plans and product innovations, but contrary to popular belief, Canadian manufacturing small and medium-sized enterprises (SMEs) enjoy access to a considerable pool of financial resources from both federal and provincial governments to get themselves on sound-enough financial footing to compete and succeed in today’s global economy, as demonstrated at a recent discussion forum hosted by the Brampton, Ont.-headquartered industry group **Paper Packaging Canada (PPC)**.

Organized as an information gathering session for PPC member-companies’ management personnel involved in capital investment planning and decision-making in key areas such as employee training, plant expansion and R&D projects, the sold-out seminar provided a comprehensive overview of the various government grants, funding support, and tax incentive programs available to Canadian companies.

“The funding often exists if you know where to look, and we do,” said president of **INAC Services** David Reynolds, who founded his consulting company after having experienced his family-owned printing business close down due to underfunding problems.

That setback prompted Reynolds to learn all he could about sourcing available grants, rebates and other government incentive programs in support of business ventures—in the process creating **INAC Services**, he related.

“From the Ontario Chamber of Commerce and

SMI GROUP BOOSTS CANADIAN PRESENCE



Paolo Nava, CEO, **SMI Group**.

Mississauga, Ont.-based industrial equipment distributor **Omnifission Inc.** has been appointed as the exclusive sales agent for the central and eastern regions of Canada—including stocking of spare parts and offering comprehensive after-sales support—for the complete “world-class” cold-fill filling lines, palletizing/depalletizing, conveying, shrinkwrapping, multipacking, case-packing and tray-packing equipment manufactured by the Italian-based **SMI Group**.

Headed by chief executive officer Paolo Nava (see picture) and comprised of six globally-operating divisions—including **SMIFlexi**, **SMIForm**, **SMILine**, **SMIPal**, **SMIMec** and **SMITec**—**SMI Group** boasts an extensive global installation

base in over 130 countries worldwide, with the company’s client list including the world’s leading food-and-beverage multinationals such as **Nestlé**, **Danone**, **Unilever**, **Coca-Cola**, **PepsiCo**, **Diageo**, **Heinz**, **Heineken**, **SABMiller**, **Inbev** and **Carlsberg**.

Employing over 650 people worldwide, the company’s divisions generated combined revenues of €101.2 million (\$133 million) in 2011, with soft-drink and bottled-water markets accounting for nearly 70 per cent of total sales.

Serving a growing client base of over 200 customers in the food-and-beverage, brewing, pharmaceutical and chemical industries across North America and the Caribbean region, the privately-owned **Omnifission Inc.** employs 15 full-time staff (including nine technical personnel) to provide turnkey equipment installation services—including design assistance, procurement, installation, commissioning and personnel training.

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