

# Virtual Trade Mission to Ontario, Canada

## MISSION BROCHURE

30<sup>th</sup> March – 2<sup>nd</sup> April 2021

Edinburgh Chamber of Commerce



Supported by the Scottish North American Business Council



## Edinburgh Chamber of Commerce (ECC)

The **Edinburgh Chamber, Scotland's Capital City Chamber of Commerce**, is an independent membership organisation which supports the business community in Edinburgh to grow and achieve success. Supporting over 1,000 organisations who employ more than 120,000 staff, we facilitate hundreds of connections every year and offer our members a range of practical services and benefits.

In addition to hosting over 120 B-2-B events each year, the Edinburgh Chamber offers members a range of marketing opportunities, access to our exclusive Member Directory, discounted business training courses and support with internationalisation.

### ECC International department

Our programme provides international support, general export advice and information to help Scottish businesses to take the first step, as well as specific market information and case studies to help them decide where to take their business next. We have a busy calendar of events and trade missions to offer to both members and non-members of the Chamber. Our priority markets include Ireland, France, Spain, USA, Canada, China, Germany, Belgium, Norway and the Netherlands.



## Purpose of the virtual trade mission to Ontario, Canada

Today, Canada is one of Scotland's biggest inward investors, with around 6000 jobs provided by 50 Canadian companies in Scotland. On top of this, Canada has also consistently been a top 20 export partner for Scotland, with exports of goods and services totalling £580 million in 2017.

The main benefits for Scottish businesses exporting to Canada is the existence of a long and positive relationship with Canada, English as the first language and both countries have stable and diversified economy. Canada is still considered Scotland's (very) big brother! The existence of direct air routes facilitate travels from and to the both sides of the Atlantic Ocean: 2 airlines operate directly between Toronto and Edinburgh.

Many companies are also making the journey west to open offices here. Today, Canada is one of Scotland's biggest inward investors, with around 6000 jobs provided by 50 Canadian companies in Scotland. On top of this, Canada has also consistently been a top 20-export partner for Scotland, with exports of goods and services totalling £580 million in 2017. (Source: SDI)

After two successful virtual trade missions to Philadelphia, Pennsylvania and the Northwest Pacific region in 2020, Edinburgh Chamber is keen to continue exploring international businesses opportunities for Scottish businesses on the other side of the Atlantic.

We have decided to focus the virtual mission to the Ontario region, Toronto in Canada. This region is very dynamic and



attractive region for running our first virtual mission to the Canadian market.

For this second cross-sector mission of 2021, we have shortlisted 8 Scottish companies, all listed below. This mission will be running from the 30th March to the 2<sup>nd</sup> April with the support of the Scottish North American Business Council.



## Draft programme

16/03/21 – Meet & greet session  
30/03/21 – Virtual region tour  
31/03/21 – Market briefing session  
01/04/21 – Virtual networking: Scotland meets Canada  
March/April - B2B meetings

## Consultancy service

The Scottish North American Business Council is a Chapter with the British American Business Council that has 22 Chapters across the UK, US and Canada.

‘We look forward to working with Scottish Companies looking to break into North American markets and assisting them by using our connections and contacts to deliver success.’

The SNABC has worked across the US and Canada in delivering high quality connections and opportunities for Scottish business to learn more about these exciting markets and to offer them a route map into these marketplaces.

## The Scottish delegation

1. Heriot-Watt University
2. Broughton Ales
3. E-Rail
4. Glen Luss Distillery
5. Intelligent Wood Systems Ltd
6. MacSween
7. Robop
8. ScotApps

# Heriot-Watt University



Website: <https://www.hw.ac.uk/>

Representative: Leanne Muldowney, Marketing & Communications Manager (Enterprise)

Sector: Education

Sub-sector: Public Research University

Heriot-Watt is valued for its pioneering research informed by the global needs of business and industry.

### *Our profile? Leaders in ideas and solutions*

Our heritage dates back to 1821 since when our community of scholars has been developing transformational solutions to specific global problems. We are specialists in engineering, business and science and leaders in innovative global education for a future world.



### *We are global*

We have five campuses across the world: Edinburgh, Scottish Borders, Orkney, Dubai and Malaysia, as well as 53 Approved Learning Partners (ALPs) and educational collaborative partners in 150 countries and over 29,000 students studying with us at our campuses and online through distance learning (year-end 2017). One third of our on-campus students studying in Scotland are from outside the UK, making **Heriot-Watt one of the most internationally diversified of any UK university.**

### *We are connected*

The Watt Club is oldest graduate club in the UK with over 130,000 alumni worldwide in over 190 countries. We **are the university of choice for business and industry** and our graduates are sought by the best organisations worldwide.

STUDY

CAMPUSES

VISIT

RESEARCH

BUSINESS

ABOUT

NEWS

The Research Excellence Framework (REF) 2014 ranked Heriot-Watt 22nd in the UK, with 82% of our research as world leading or internationally excellent



# Broughton Ales



Website: <https://broughtonales.co.uk/>

Representative: John Hunt, Owner and Director

Sector: Food and Drink

Sub-sector: Craft brewery

Since 1979, we have been handcrafting our award winning range of ales, IPA's, lagers, stouts and specialist Scottish beers. Uniquely, we use a Porteous Malt Mill, which dates back to the 1960's to ensure all our beers are genuinely hand-crafted.

Broughton Brewery was founded in 1979 by David Younger and James Collins in a former sheep station, in the wee village of Broughton in the Scottish Borders. It was the first initiated Scottish microbrewery, which appealed to customers looking for a new "craft beer" experience outside the



traditional mass-produced lager and exports. Scots wanted something more, something dynamic, different, and with real flavour.

As demand for craft beers grew, so did Broughton's portfolio. Wanting to continue on their microbrewery journey, Broughton shocked the market by introducing the legendary border character ales, which included Old Jock & Merlin, to add to their now famous real ales collection.

In early 2020, the brewery went through a huge product rebrand where they put focus into their best-selling beers and created both the Hopo and Jock ranges which are now going from strength to strength and selling all over the UK. As we enter our 5th decade, Broughton brews a unique range of premium beers, including the legendary, award winning Old Jock Scotch Ale, and a couple of newer additions, Stout Jock and Wee Jock, a sessionable 80/-.

Our Hopo range, with iconic graphics and packed with flavour, includes Hopo Session IPA, Hopo Proper IPA, Hopo 6.2 IPA, and Hopo Lager. This year also sees us launch a range of cans, which include Wee Jock, Hopo Session IPA, and Hopo Blonde Lager. And... Keep your eyes peeled for our new Gluten Free beer and a 0% alcohol malt brew.

We are also committed to expanding our export markets for customers worldwide. Broughton Ales are actively seeking partners/distributors to help share their deliciously hand-crafted ales around the world. Currently exporting to France, Italy, Germany, Spain, Norway, Denmark & Sweden and preparing to launch in the USA & Canada.



# E-Rail

Website: <https://www.e-rail.co.uk/>

Representative: Roy Lauder, Managing Director

Sector: Transport

Sub-sector: Infrastructure connectivity

*Vision: 'Our wish is to see the E-Rail methodology effectively utilised on all new or existing line reopening rail projects in the UK.'*

The public purse is needed to plan and build necessary infrastructure connecting our towns and cities. whilst citizens benefit from the tax pounds being invested in this way, some benefit should be shared with the public from those who are lucky enough to own land in the affected places. At E-rail we feel that such unearned windfalls can be equitably distributed by hypothecating the proceeds to the rail project only. This helps to reduce the cost to the state and also enables some projects to happen in the first place.

*'We are passionate about rail and making railways happen.'*

This has taken us around the world introducing the methodology which has now been explored throughout the UK, Australia, New Zealand, and Canada where landownership and planning strategies are broadly similar. Our method of land value capture also works with other fixed line public transport systems such as BRT.



*Why E-Rail?*

Developing large infrastructure transport projects is a significant undertaking for a Local Authority that is either acting as the sole proponent, or in partnership with other authorities. Such projects typically have many facets to them including strategic planning, technical design, land and property, third party consents, commercial viability and of course finance and funding, which is where E-Rail come in.



Since our foundation in 2010 E-Rail is, to our knowledge, the only company that has successfully harnessed a share of the real additional value created by railways and other fixed line public transport. We have also worked with Local Authorities to study and assess the viability of conceptual transport projects and the funds that could potentially be raised through land value capture from beneficially affected landowners and developers.

We secure and deliver private sector money to contribute towards the costs of building new public transport infrastructure by harnessing the additional land value uplift created by the new infrastructure. This uplift is substantial and is much more than the normal contributions received through the planning process.

## Glen Luss Distillery

Website: <https://glenluss.co.uk/>

Representatives: **Trystan Powell, Visitor Experience Director**

Sector: **Food and Drink**

Sub-sector: **Spirit distillery**

Glen Luss Distillery will be the first experimental brewery & distillery on the shores of Loch Lomond, nestled in the heart of the Loch Lomond & the Trossachs National Park. It will provide the township of Luss with an exciting year-round, all-weather, visitor experience to cater for the existing million+ tourists who visit annually. Our offering will complement the existing businesses in the area, supporting the diverse range of activities and experiences available within Luss.



Glen Luss Distillery will actively support the sustainable development of Luss by providing 26 full-time employment opportunities, as well as shorter-term employment during additional phases of the project. Our ambition is to recruit 30% of our workforce from within the Luss and Arden Parish, and provide Modern Apprenticeships to support the development of the local

population. Glen Luss Distillery will donate 5% of its profits annually, for a period of ten years from first profit to a Charitable Fund. Through this Charitable Fund, we will engage with local community groups to assist in the development of Community-Benefit Projects in the Luss and Arden area.

We **produce Whisky, Gin, Vodka, Rum and Beer**; in addition to this, we offer experiences such as Tours, Tastings, Make Your Own Gin & Rum and Cask Experiences

We are looking for retailers & distributors for Spirits & Beer in Canada.



Scotland



Loch Lomond & the Trossachs National



# Intelligent Wood Systems Ltd



Website: <http://www.intelligentwoodsystems.com/>

Representative: Dave Cleverley, Managing Director

Sector: Construction

Sub-sector: Building systems innovation

Intelligent Wood Systems (IWS) was incorporated in 2009 as an R & D company that would find methods of improving existing building systems through innovation. IWS sits below its parent company, Glenalmond Timber Company (GTC), which is a family owned and run timber supplier based in Perth, Scotland. IWS and GTC operate from two facilities in Perth (The Harbour & Methven).

An integral part of its business plan was a research programme into fire protection for lumber buildings during “Course of Construction” (CoC). This was deemed to be an ever increasing problem in the UK as there had been a number of high profile construction site fires that were attributed to both arson and “hot” works. A problem that has direct parallels to some instances experienced in North America.



The IWS FR-Build system is an innovative fire retardant treatment system that eliminates the normal problems associated with traditional FRT's as it utilises a low pressure system that is non-corrosive and doesn't have any impact on the structural integrity of the lumber. IWS FR-Build can be used both for stick framing and pre-fabricated panels and, because it is delivered to site pre-treated, it offers protection straightaway even before sprinkler systems are installed. Although the system is designed for CoC, it will sit within the structure for the life of the building and will start to work should there be a fire within a wall at a later date.

This will not only buy the occupants more time to exit the fire but give time to the fire department to locate and extinguish the fire changing the result from a rebuild to a repair.

IWS FR-Build also includes non-combustible sheathing boards, new insulation options and advice on fire strategies and separating distances

Lumber does, and always will, represent a fire risk but properly prepared and managed it represents the most versatile building material available. We know that Canada has a vast experience in building with lumber but new challenges will arise as the industry pushes the boundaries of design and construction. IWS is already established as a major supplier of Fire, Shrinkage and Progressive Collapse solutions within their home market and are now able to start a programme of offering these technologies into the Canadian market.

As the Canadian market demands taller buildings they will need to avail themselves of the technologies that are available. However, those technologies aren't enough without good working practices and we, as a team, bring experience and advice to support our innovative product offer.



# MacSween



Website: <https://www.macsween.co.uk/>

Representative: James Macsween, CEO

Sector: Food & Drink

Sub-sector: Haggis producer

MacSween is a third generation family company established as a butchers shop in Edinburgh in the 1950's. The company has passed down through a family of natural entrepreneurs. Following in our Grandfather and father's footsteps, we are passionate about making the best tasting foods, prioritising environmental sustainability and recognising the importance of our people and place within the community.

*What is haggis?*

Scotland's national dish provokes huge curiosity. We're here to answer your questions and help you overcome your inhibitions, hold your hand and take you to haggis heaven.

In 2017, Macsween's of Edinburgh reconfigured its haggis recipe to meet Canadian food standards. Since then, the company has exported more than eight tonnes of haggis to Canada, shifting £25,000 worth in January alone, to meet the demand from Burns suppers.



**So What Does It Taste Like?** Spicy, Peppery, Moist, Crumbly, Meaty, Savoury, Earthy and Oaty.

**Macsween range of products:**

- Haggis
- Vegetarian haggis
- Gluten free haggis
- Black pudding
- Chocolate & Chilli black pudding
- Whiskey cream sauce

**What Macsween hope to gain from the virtual trade mission to Canada?**

- Aim 1: Identify new buyers
- Aim 2: Grow awareness of the brand and the products
- Aim 3: Evaluate the success of online buyer events



# Robop

Website: <https://www.robop.com/>

Representative: John A Donald, Managing Director



Sector: Technology

Sub-sector: Advanced bird control device

*'Our mission? To help businesses throughout the world manage their bird problem using our patented Robotic Falcon, the R:Falcon.'*

'At Robop Ltd. we are committed to providing an innovative and successful bird deterrent package. We are not a pest control company but a systems engineering firm that blends bird behavioural science with technology and a consultancy approach.'



'Our aim is to design a system tailored to you and your site to solve complex, high-impact bird problems. We also work extensively with architects and construction firms on new builds in areas known to suffer from problems with invasive bird species. Our system ensures your beautiful new building will never suffer from bird problems, extending the life of the building and avoiding the cost of expensive roof repairs and catastrophic flooding.'

'The R:Falcon is an advanced bird control device, an autonomous robot modelled on the natural predator of birds; the Peregrine Falcon. R:Falcon guards the roofs of large commercial, public and industrial buildings and structures. As well as open environments such as airport runways, farmland and sports pitches. R:Falcon utilizes motion and sound to trick pest birds into thinking they are in danger from a real Falcon. Founded in 2001 we have years of experience in precision engineering and bird behavioural psychology. Easy to install and maintain, R:Falcon offers a long-term humane and economic solution to a variety of bird pest problems and has a proven track record in some of the world's most prestigious businesses with installations across 17 countries worldwide.'

Robop has installations in over 17 countries worldwide and works with businesses of all sizes, across a variety of sectors: commercial, manufacturing & industrial, energy & environment, transport, sports & education, architecture & construction.



## ScotApps

**Website:** <https://www.scotapps.com/>

**Representative:** Lynne Hunter, Director

**Sector:** Professional & Business Services

**Sub-sector:** Mobile app

*'Paving the Way to an Easier Life'*

ScotApps has transformed the way people approach mobile apps... Progressive Web Apps launch instantly without downloading from the app store. With a vision to transport users into a world where apps are not only simple to use but also updated automatically. Smooth scrolling with a full screen.

Our team of experts have worked tirelessly on this vision, carefully crafting our apps to give the user what they have always wanted – chance to go mobile with everything they do.

Features include, push notifications, shopping, loyalty, reservations to name but a few, suited to all business sectors.

