

GLOBAL ^{10 YEARS} VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

PM# 42591019

VOLUME ELEVEN ISSUE THREE • FALL 2019



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7shifts moves into overdrive

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Major Reclaim turns contaminants into marketable concentrates

Mera Group helps companies use data for competitive advantage

Vendasta secures major investment

STEP expands its Market Intelligence resources



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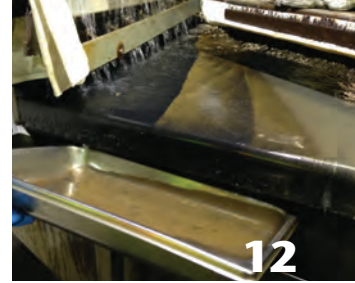
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LAST MONTH, STEP marked its twenty-third year of operations. The organization was launched on August 21, 1996 by the provincial government after extensive consultation with industry. During those consultations, there was an identified need for an independent trade and export development organization led by the exporting community. That same model, which has provided many benefits for both industry and our stakeholders, continues today.

Since its inception, STEP has served as a catalyst to initiate sales, contracts, and projects for provincial exporters with an aggressive focus on incoming/outgoing trade missions and customized trade services. Through the years, we have enhanced programming options for members beyond the core service delivery, including trade development, market intelligence, and export services.

In spite of global economic and fiscal challenges that have created uncertainty in our export markets, our calendar is full with targeted incoming and outgoing missions. These events involve a cross section of exporters

from various sectors including the technology, services, and resource industries highlighted in this edition of *Global Ventures*.

Since its inception, STEP has served as a catalyst to initiate sales, contracts, and projects for provincial exporters with an aggressive focus on incoming/outgoing trade missions and customized trade services.

As we move into the fall, I remind members of our Annual General Meeting, which will be held in Saskatoon on October 24, 2019. Our

rapidly changing world has led STEP to adapt and develop a new three-year strategic plan based on the needs of our membership - the exporters of Saskatchewan. We look forward to launching that plan and hope to see you at this annual event. **GI**



Chris Dekker
President & CEO, STEP

CEO REPORT

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GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

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Kent Campbell, Deputy Minister, Ministry of Trade and Export Development, Regina



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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.

ARCTIC GATEWAY GROUP

AGT Foods is part of Arctic Gateway Group, which is re-opening grain shipments to the Port of Churchill for the first time since 2015. The group purchased the facility and a related rail line last year.



Once in operation, the 88-year-old port on the shores of Hudson's Bay will reduce the shipping time to deliver grains to Europe and the Middle East across the Atlantic Ocean by several days. The Arctic group purchased the port and rail line from OmniTRAX, which had closed the facilities after a decline in business from the collapse of the Canadian Wheat Board monopoly and after flooding forced the shutdown of the rail line in 2017.

Arctic Gateway is targeting durum, wheat, canola and lentil and pea crops from Manitoba and Saskatchewan for shipment to Europe, North Africa and the Middle East. Depending on the weather, Canada's only deep-water arctic port will stay open until the end of October or early November.

VENDASTA secures major investment

Saskatoon-based Vendasta has secured a \$40 million investment from private sources that will allow the software company to more than double its size in three years to 650 employees. It's the most growth funding ever invested in a Saskatchewan tech company.

Vendasta's online software gives companies that don't have their own



digital platforms access to services such as marketing, human resources and accounting. The company has sold its products to more than 16,000 mid-size companies with a combined total of around 12 million customers. It intends to dramatically increase its customer base, which is largely in the United States.

WESTERN INNOVATION INITIATIVE

The federal government recently announced funding recipients through the Western Innovation Initiative, which will support several members. The money, provided through Western Economic Diversification Canada, is expected to create 770 new jobs and training opportunities for 900 people.



ECHOLOTTO in the news

EchoLotto was recently profiled by PostMedia for its innovative approach to selling 50-50 raffle tickets in the province. Founded in 2015, the company provides charities with a website that enables them run a 50-50 raffle entirely over the Internet.



Users enter their name and credit card, and are then sent their tickets by email. Users can watch the pot grow in real-time through the website. The company's software chooses a winner and notifies the recipient by email.

EchoLotto has assisted 25 Saskatchewan charities host online raffles, including Regina Cat Rescue, Sask. Rugby and Carmichael Outreach.

MORRIS INDUSTRIES supports STARS

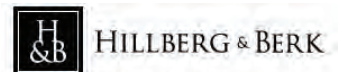
STARS Air Ambulance recently received a financial boost thanks to the efforts of **MORRIS INDUSTRIES**.

Staff at the agricultural implement manufacturer created an air cart from donated parts, which was donated as a fundraiser to support STARS at the Ag In Motion Show in Saskatoon. The air cart was auctioned for \$205,000.



FUNDING for Women's Entrepreneurs

Several STEP members recently received funding from the federal government to help grow women-owned businesses. **Prairie Bee Meadery**, **Hillberg & Berk**, **Women Entrepreneurs of Saskatchewan (WESK)**, and the **Saskatchewan Food Industry Development Centre Inc.** all received funding.



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GLOBAL VENTURES MAGAZINE

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

UPCOMING TRADE EVENTS

SEPTEMBER 2019



INCOMING MISSION - South American Incoming Buyer's Program September 3-5 | Regina, SK

STEP will actively promote the event to attract incoming business people involved in the purchase and distribution of agricultural commodities and other special crops.

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

TRADE MISSION - Public Works Expo September 8-11 | Seattle, WA

In support of public works products and services, STEP will organize a trade mission to display in the Public Works Expo (PWX). PWX offers a first-class multimodal learning experience designed for professionals at all levels and across the entire spectrum of public works. Attendees will also spend time on North America's largest exhibit floor for public works equipment and services.

Contact: Rob Ziola, Senior Director, Manufacturing
306 933 6557 | rziola@sasktrade.sk.ca

TRADE MISSION - Natural Products Expo East (NPEE) September 12-14 | Baltimore, MD

NPEE is the largest natural products trade show with as many as 25,000 attendees and 1,500 exhibits. The show is a platform to reach natural, organic, and healthy lifestyle buyers. As part of the value-added programming, STEP will invite contacts in the region to visit the STEP booth and provide a list of relevant exhibitors to members in advance to set up communication and follow up prior to the show.

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

OCTOBER 2019

TRADE MISSION - Saskatchewan Provincial Trade Mission - Japan and South Korea

October 8-15 | Osaka/Tokyo, Japan and Seoul, South Korea

Japan is currently the third largest export market for Saskatchewan. The CPTPP provides new/further opportunities for exporters from the agriculture, agricultural food, agricultural machinery, environment/clean technology, mining and municipal supplies to the markets. The CPTPP will reduce trade barriers including duties and non-tariff barriers on many agricultural/manufacturing products. South Korea has been a quick growing market for Saskatchewan since the Canada and South Korea Free Trade Agreement was signed. The visit is aimed at restoring Korea public's confidence on the safety and quality of Canada and Saskatchewan agricultural products.

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

TRADE MISSION - Supply Side West 2019

October 17-18 | Las Vegas, NV

Supply Side West is the largest gathering of health and nutrition industry professionals focused on dietary supplement, beverage, functional food, personal care, and sports nutrition innovation. With more than 17,000 attendees and 1,300 exhibitors, it is one of the premier food ingredient shows in North America.

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

INCOMING MISSION - Harvesting Food Solutions Organics/Food Ingredients October (TBC) | Saskatoon, SK

This incoming buyer's conference will be structured around organics, food ingredients and specialty food products. The conference will include seminars, B2B meetings and networking events.

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

NOVEMBER 2019

TRADE MISSION - Saskatchewan Showcase November (TBC) | North Dakota

STEP will lead a multi-sector mission with a focus on the oil and gas industry. Saskatchewan and North Dakota have a natural relationship thanks to their proximity and shared access to the Bakken Formation. STEP will organize market briefings, site visits, B2B meetings and networking opportunities.

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

TRADE MISSION - 2019 China International Import Expo (CIIE) November 4-9 | Shanghai, China

CIIE plays an important role as a window to demonstrate China's open-door attitude on importing. STEP will organize a mission to exhibit at the commercial section of the expo and make a financial contribution to the Canada National Pavilion at the 2019 CIIE on behalf of the Province of Saskatchewan.

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

TRADE MISSION - EMDA/FEMA November 5-8 | St. Louis, MI

This is the annual joint convention of the Farm Equipment Manufacturers' Association (FEMA) along with the Equipment Marketing Distribution Association (EMDA). The goal is to bring the two associations together to give farm equipment manufacturers the opportunity to meet with wholesalers and manufacturers' representative companies who are key in the marketing of farm equipment.

Contact: Rob Ziola, Senior Director - Manufacturing
306 933 6557 | rziola@sasktrade.sk.ca



TRADE MISSION - Agritechnica

November 10-16 | Hanover, Germany

Agritechnica attracts 400,000 people primarily from the EU. If machinery exporters are looking for opportunities for their products in export markets for the first time, or need to expand their distribution in existing markets, Agritechnica is an excellent show to get an impression of competitive products, view industry developments and make valuable distribution contacts. STEP's presence will include a group display, pre-arranged meetings with buyers, and represent non-attending members.

Contact: Rob Ziola, Senior Director - Manufacturing
306 933 6557 | rziola@sasktrade.sk.ca

TRADE MISSION - 2019 Food and Hotel China

November 12-14 | Shanghai, China

Food and Hotel China is the premier food show for eastern China. This show has been selected by Agriculture and Agri-Food Canada (AAFC) as one of the flagship shows for the agricultural food industry to participate. AAFC often organizes a ministerial mission to China at the same time to support the industry by organizing export café events and business tours.

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

TRADE MISSION - Border Buster Trade Mission

November (TBC) | Seattle, WA

The mission is targeted for new companies seeking to understand and develop the US market. The project will focus on companies interested to grow their international business, particularly to the US. This would be an effective way to explore new opportunities, find new customers and/or partners in the region. The mission will include meetings with customs brokers, FDA agents, border agents, distributors and a variety of other relevant parties.

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

DECEMBER 2019

TRADE MISSION - Business Development Mission - Peru

December 1-6 | Lima, Peru
This event will include meetings with mining companies, distributors and engineering firms. Peru is Canada's second-largest bilateral trading partner in South America, most of it related to mining. Current opportunities for Canadian suppliers there include engineering, drilling and blasting services, machinery, infrastructure, technologies for underground operations, small equipment, material extraction, vertical excavators and health & safety equipment.

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

TRADE MISSION - Pulses and Commodities - Colombia/Second Market

December 2-6 | Colombia/Second Market
STEP will organize a trade mission to the South American market. This is a part of an initiative to strengthen and expand the pulse market for STEP members. The focus will be on pulses and special crops. As part of the mission, members will also conduct business in Chile and Colombia.

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



TRADE MISSION - Food Ingredients Europe 2019/Second Market

December 2019 | Paris, France
For companies seeking to develop the French and surrounding markets for the first time, or who need to expand their distribution in this region of the world, Food Ingredients Europe is an excellent show for establishing themselves in the marketplace. The show provides a business platform for professionals across full industry spectrum, including ingredients, logistics, nutraceuticals, functional food, and organics. After the mission, STEP will look to visit a second market and set up B2B meetings, conduct market briefings and store tours.

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

SEMINARS

STEP SEMINAR SERIES - Export Insights

October 2 | Regina, SK
The Export Insights seminar is part of an event series featuring perspectives from experienced exporters. This event is an informal and engaging networking opportunity where attendees can gain market expansion insight from local exporters. Myles Hamilton, President, CanMar Foods, will provide his unique perspectives on exporting and what he has learned through both successes and failures.

Contact: Katie Kraus, Trade Officer, Asia
306 798 4651 | kkraus@sasktrade.sk.ca

STEP SEMINAR SERIES - Business Luncheon - Annual General Meeting - Seminar Series

October 24 | Saskatoon, SK
Plan to attend STEP's Business Luncheon, Annual General Meeting and Seminar Series. The event will feature informative seminar sessions focused on a variety of key topics and trends that today's exporters face as they grow their companies and diversify markets. Beginning with a business luncheon featuring a keynote speaker and the STEP 2019 Annual General Meeting, the seminars will take place concurrently in the afternoon.

Contact: Rachana Chopra, Administrative Coordinator
306 787 9210 | rchopra@sasktrade.sk.ca

STEP SEMINAR SERIES - Plan for 2020 and Beyond: Evaluate, Select & Optimize Your Export Markets

November 28 | Regina, SK
STEP and Wellspring Growth Systems invite you to join Scale-Up Coach and Strategic Growth Advisor, Jean-Guy LeBlanc, and other export business owners, CEOs and leaders, for an interactive workshop exploring how to more confidently evaluate and select export markets to maximize profitability and impact, while managing risk. Attendees will learn to evaluate geographic markets and determine whether to further invest, maintain, or divest away from those markets.

Contact: Megan Ruf, Market Intelligence Specialist
306 787 7936 | mruf@sasktrade.sk.ca



For a full listing of STEP activities and additional upcoming events, visit www.sasktrade.sk.ca.



MANAGING DATA MANA

Mera Group helps companies use data for competitive advantage

Mera specializes in working with clients to leverage their operational data to optimize operations and deliver improved financial performance in a safe and environmentally sustainable manner.

A TYPICAL OFFSHORE OIL PLATFORM may have about eight producing wells that are managed by a company on behalf of a consortium of five different corporations. A field operator probably oversees the operation and collects information on how the oil is produced. That information is likely placed into various spreadsheets and distributed to a regional office and eventually to the head offices of the partnering companies.

Not exactly a clear flow of information in a timely manner. A CEO may not know how that particular platform is operating until three months later. Engineers, financial analysts, marketing specialists and other professionals all require different sets of data, so that process is even more cumbersome for them. As companies merge, these processes can become increasingly more complex since they may not be using the same software systems or collecting the same data.

As someone who spent years in the oil patch and managed a publicly-traded oil company in Saskatchewan, Wayne Goranson could see first-hand the importance of properly managing data. That led him and his wife, Heather, a geophysics engineer, to establish Mera Group in Regina in 1987. Today, that company has grown to 35 staff and has offices around the world.

Mera is a team of engineers and technical specialists with diverse expertise that provide services across many different industries on a global level. The company specializes in working with clients to leverage their operational data to optimize operations and deliver improved financial performance in a safe and environmentally sustainable manner. Mera helps clients build a strong foundation with effective workflows to enable cross-functional collaboration. This ensures that the necessary building blocks are in place to foster organizational growth.

"It was really a combination of events that led to our formation," explained Goranson. "The family oil company my father and I started had production in parts of Saskatchewan, Alberta, British Columbia, and

Ontario. From there, we became involved in international projects, and that's really where we learned to set up and operate in an international environment. Our company was a publicly-traded company, and it was ultimately sold to a group in Norway. In the process we learned there were a lot of opportunities to take technologies that had been pioneered in Western Canada and implement them in other places."

Since he had already been well-established in the oil and gas industry, Goranson had a solid reputation and a network of contacts. Through that network, the company was able to steadily expand. Initially, their work was mainly in Alberta and those relationships led them to an opportunity in Scotland.

In order to work in Scotland, the company had to become legally established to operate. Mera was incorporated in the United Kingdom through the assistance of another STEP member MLT Aikens. Through the legal firm's business relationships, they were able to work with an overseas legal firm that provided the appropriate guarantees and ability to access a bank account.

Once the company was legally established, the other processes followed: obtaining phone numbers, work space, bringing over staff and/or hiring local contractors, etc. It's a process that they've now duplicated in numerous other jurisdictions. Goranson laughs that in many cases they are brought in to assist with a weekend issue, but end up spending 7-8 years working for the company as their value-added becomes apparent.

Another factor in the company's development has been STEP. Goranson was an early proponent of STEP and said the association has helped open many overseas doors. "Working outside of North America, there is a different perception if you are involved with the government," he said. "If I get a meeting with a company in China, for example, it is usually at a relatively lower level. If I go with representatives from the Canadian Trade Commissioners Service or STEP, it's perceived as an



GEMENT

BY: PAT REDIGER

endorsement by the Government of Saskatchewan or Canada. It's really a big advantage in those markets when you walk in as a team."

Although the company had its origins in the oil patch, it has since diversified into other in-

dustries including mining and electrical energy production since the technology they use has implications for other sectors. One of these diversification initiatives led to the development of MERA Foods, which developed proprietary

processing technology that is revolutionizing the production of alternatives to dairy beverages made from soybeans, nuts, seeds and pulses.

continued on page 10



Saskatchewan Trade and Export Partnership (STEP) champions the export industry and assists provincial businesses in realizing global marketing opportunities.



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Mera Foods is focused on the development, growth and further implementation of food projects, seed development and food processing technology for both the commercial sector and for humanitarian nutrition assistance.

Goranson said Mera Food's origins began with the opportunity to tour a Minister from a foreign country to his family farm near Weyburn. A few years later that minister contacted him to determine if there was a way for his company to increase their country's agricultural production. MERA sent a team of engineers to evaluate the situation and recommended that the company increase its soybean production to meet the need for a domestic protein source. MERA assisted the country in increasing its soybean production from 1,500 hectares to 40,000 hectares under irrigation.

Part of this project was to process the soybeans into a product for human consumption. This represented a challenge as soybeans have a very hard shell. They found their answer through an introduction arranged by STEP with a professor in Ukraine who had developed a technology that they were able to convert for use with soybeans.

"What we're good at here is taking technology and turning it into an industrial process that can become a commercial process," said Goranson. "A lot of inventors have very good ideas, but at the end of the day you have to have a machine or process where you can put ingredients in one end and have a product at the other end that you can sell."



Our long term objective is to work with local governments and aid agencies to develop a sustainable, local soybean supply and processing platform that can substantially alleviate hunger and provide an opportunity for a community paradigm shift.

- Wayne Goranson,
President and CEO, Mera Group

After the company's success with soybeans, they were able to take that technology and apply it to process corn, flax, lentils and other high protein crops like almonds. Mera Foods is not a company that produces its own grocery store brands, but rather works with large scale companies so they can sell products such as

soy milk or oatmeal as blended products on the store shelves. They are eyeing markets in Brazil, India and China where vegetable products are already in widespread use.

Through Mera Foods, the company has expanded into humanitarian efforts and Goranson said he expects that will increase in the future, especially through the United Nations. The company became known for its humanitarianism after the 2016 hurricane devastated Haiti. Mera Foods delivered over 260,000 servings of protein beverage to the undernourished.

"Our long term objective is to work with local governments and aid agencies to develop a sustainable, local soybean supply and processing platform that can substantially alleviate hunger and provide an opportunity for a community paradigm shift," said Goranson.

For more information on Mera Group, visit www.Meragroup.net. 



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- Terry Tyson
General Manager
Grain Millers Canada

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Financé par l'Entente Canada - Saskatchewan sur le développement de la main-d'œuvre

Saskatchewan 



THESE ARE
MAJOR RECLAMATION

BY: PAT REDIGER

PROJECTS



Major Reclaim turns garbage and contaminated materials into marketable concentrates

ABOUT 20 YEARS AGO, Steve Depeel decided it was time for a change, so he sold his roofing business, moved to Europe and prepared for a new adventure. Before too long he decided to return to work, but wondered what to do next.

In the past he had worked on a few contracts with a mining company, and he began to think about starting a mine reclamation company. Such a company would specialize in decommissioning and environmental clean-up.

Armed with a few subcontractors, a couple of old trucks and hand tools, Depeel began Major Reclaim and initially focussed on Canadian markets. Today the company employs dozens of contractors and works at mine sites around the world.

“Since our company’s inception, we have performed precious metal reclamation projects in Norway, Sweden, Spain, Finland, Australia, Philippines, South America, and from one end of Canada to the other,” said Logan Zimmerman, Project Developer. “We have bought and sold mining concentrates and mining equipment in even more places.”

The company has a dedicated market research staff person who is responsible for identifying every mine that has been shut down in the world. Staff also travel globally to meet mining company executives and cultivate relationships with the industry. Once an opportunity has been identified, Major Reclaim then approaches the mining company and offers their services.

Zimmerman said the company stands out for several reasons. It is a very lean organization, so it keeps its monthly overhead costs low, which also means it can keep its rates competitive.

Staff have a strong work ethic and do what it takes to meet challenging deadlines. The company brings in the best, highest-skilled and hardest working people it can source. Although the company has a small number of highly-trained employees, it has upwards of 30 contractors that the company has worked with many times over the years and have become a major reason for the company’s success.

Major Reclaim has also developed a proprietary approach to recover more precious metals than any mining company or any of its competitors.

Over the years, Zimmerman said the company has worked on numerous projects and there are plenty of highlights.

“One project that stands out was a contract we performed in the North of Spain for a Canadian-owned mining company,” said Zimmerman. “The work we did here was similar to all the other jobs we had performed. Every morning we would have one of the most breath-taking drives I had ever seen. We were up one side of a mountain and down the other. There were beautiful little villages up and down the mountain. Our meals consisted of French and Spanish cheeses, bread, prosciutto, fresh fruit and cured ham. Instead of staying in a remote mining camp, we housed our crew of approximately 30 people in apartments in a beautiful resort town with a river running through it. We ended each work day with amazing French and Spanish wine.”



He also recalls working on a recovery project in the Philippines. One of the challenges the company had to overcome was moving mining concentrates from a remote island to the mainland. The solution was to hire some local wooden outrigger ships.

These ships were 50 ton vessels, but they were in rough shape. The day the company had arranged to ship the material, the seas were high and staff were concerned about how things would turn out. The captain assured them that they could make the trip. They held their breath as the ships made the perilous journey at sea, but they arrived safe and sound without incident.

Closer to home, the company has worked on projects in Nunavut, about an hour flight north of Yellowknife. Major Reclaim performed its

recovery work in about three months, but the winter roads weren't operable for another three months afterwards. This meant that the company couldn't ship anything out, so the project couldn't be completed.

The solution was to fly out some of the most valuable material on a World War II DC-4 airplane - which had a reputation for crashing on landing strips.

"On the flight to Yellowknife, we flew into a thunderstorm with a fully-loaded plane," recalls Zimmerman. "Once the rain started, it was coming in through the front windows of the plane. We dropped hundreds of feet instantly causing the plane's mechanic, who wasn't wearing a seatbelt, to fly up into the ceiling. It took a few minutes for the mechanic to fully wake up. It was scary, but we got through the storm and safely landed the plane."

Recently, the company completed an equipment recovery project in British Columbia, and they were on-site for about two months. During that time, they were able to purchase and move semi-loads of equipment from a mill site that had been sold. This recouped a large amount of money for the company that was trying to restart the mill.

Zimmerman noted that the company turns garbage and contained materials into marketable concentrates. This can help cash-strapped companies keep going or recover some of their reclamation deposit.

Major Reclaim joined STEP a few months ago on the recommendation of a federal trade commissioner. Zimmerman said the benefits have been almost instant, and they have been connected with international trade shows that they were not even aware existed.

Moving forward, the company plans to continue with what has worked in the past. Over the next few years, it plans on buying and selling more carbons, catalysts and concentrates.

"Major Reclaim is a niche service provider to the mining industry. That being said, we are always looking for companies and people to partner with. We solve problems in a very unconventional way. We also are willing to pay commissions and finders fees to people who put us in touch with leads and business."

To find out more about Major Reclaim, visit majorreclaim.com. 

The **Ministry of Agriculture's Value-Added Unit** can assist with a broad range of services to help your business succeed, including:

- Pathfinding for product and market development;
- Intellectual property management;
- International and domestic logistics;
- Value chain partnership; and
- Sourcing federal, provincial programming and private funding.



Expanding or developing your value-added business?

To find out more on how to grow your business, contact the Value-Added Unit.

Phone: 306-933-7694

Email: agrivalue@gov.sk.ca

saskatchewan.ca/agriculture

Saskatchewan 



STEP
SASKATCHEWAN TRADE & EXPORT PARTNERSHIP



2019 EDITION



TECHNOLOGY,
RESOURCES & SERVICES
PRODUCTS & SERVICES

STEP technology, resources & services: sector products and services



THE TECHNOLOGY, Services & Resources (TSR) sector is a diverse mix of exporters which includes those in the technology, mining, oil and gas and professional services industries. This edition of *Global Ventures* will showcase the STEP members in the TSR sector. STEP works with these companies to boost their exports through trade missions, seminars, trade leads, market intelligence, and other services.

The technology sector in Saskatchewan is going through a rapid growth stage with companies scaling up and penetrating new markets. Despite acquisitions and capital investment from outside the province, technology companies are choosing to stay in Saskatchewan. STEP members provide white label software, scheduling solutions, parking apps, asset management software, coaching and educational apps and many more solutions. There are multiple examples of Saskatchewan technology companies who sell more outside Canada than inside, a rarity not seen elsewhere in the TSR sector.

It has been nearly 85 years since uranium was first discovered in Saskatchewan and 78 years since potash was found. The industry has come a long way since then. Saskatchewan is looked at as one of the most important mining regions in the world and is a top producer of both commodities. While uranium and potash dominate local production, there is also coal, copper, zinc, sodium sulphate, diamonds, gold, salt and other commodities in Saskatchewan.

As the mining industry has progressed here so have the suppliers who support the operations. Many innovative products and services have been created and developed to the point of being well respected worldwide. Underground electric vehicles, ventilation and ducting, generators, continuous mining machines, radiation detection devices, rock bolters, geotechnical software and other products are provided

by STEP members. Services play a crucial role in all stages of the mining lifecycle from initial exploration, planning, development, construction, operation, maintenance, decommissioning and reclamation. Examples of such services include environmental, heritage management, water treatment, modeling and many more. Saskatchewan firms have decades of expertise in these areas that they use to solve problems all over the world.

Saskatchewan is the second largest oil producer in Canada. Gas was first discovered in Saskatchewan in the 1930s and oil in the 1940s. Since then, suppliers have developed world-class products and services. STEP members provide services such as fabrication, machining, drilling management, water treatment, environmental, testing, construction, geotechnical and others. Oil and gas products that are manufactured by Saskatchewan companies include drilling components, asset management software, tanks, spill trays, turnkey wastewater systems, pump stations, fuel monitoring solutions and others.

The professional services sector at STEP contains a varied mix of companies who provide their craft outside of Saskatchewan. Business consulting, media production, ISO certification, supply chain support and training are just a few examples.

From thousands of feet underground and up to the “cloud,” this diverse group of STEP member companies in the TSR sector will continue to thrive - both in Saskatchewan and abroad.

Ryan Niemela is the Director of Technology, Services & Resources for STEP.

Directory cover photos (clockwise from the top): Fancycrave.com from Pexels; rawpixel.com from Pexels; and Shutterstock.com.

A

2 Web Design Inc.

Saskatoon, Saskatchewan
www.2webdesign.com



Products and services include website design and development, web application development, search engine optimization, online marketing, and social media marketing.

7shifts Employee Scheduling Software Inc.

Saskatoon, Saskatchewan
www.7shifts.com



Products and services include restaurant scheduling software to make scheduling, time-clocking, and team communications quick and easy. 7shifts solution streamlines operations and reduces labor costs to help restaurants grow. The company also offers advanced workforce management and labor optimization tools for multi-unit restaurant groups.

ABC Canada Technology Group Ltd.

Saskatoon, Saskatchewan
www.abcventilation.com



Products and services include, ventilation products for various mining, industrial and geomembrane applications, on-site training and customer support, as well as customized accessories.

Agrimatics

Saskatoon, Saskatchewan
www.bitstrata.com



Products and services include Libra Cart, a tablet and smartphone-based grain cart weighing and data management system, Libra TMR, a tablet and smartphone-based ration weighing and data management system, and Agrimatics Aero, a cloud service that provides automatic data backup and syncing across mobile devices and the web.

Athlete Era

Saskatoon, Saskatchewan
www.athlete-era.com/



Products and services include AQ Coach, a mobile application that allows coaches/teachers to access personalized practice plans, drills, skill coaching videos and other content; Skill Lab, a mobile application that allows athletes/students to watch movement skill demonstrations in augmented reality then record and compare their skill performance; and AQ Admin, a web application that allows administrators to manage the content sent through both the AQ Coach and Skill Lab, purchase bulk application subscriptions, and review analytics collected within the applications.

B**Blue Sky Hemp Ventures**

Saskatoon, Saskatchewan
www.blueskyhempventures.com

Products and services include varieties of hemp food, hulled hemp-seed, and hemp protein in various concentrations. The company is currently targeting B2B types of customers, distributorships, retail brands, and co-packers.



Blue Sky
HEMP VENTURES

Brandt Industries Canada Ltd.

Regina, Saskatchewan
www.brandt.ca

Products and services include designing, manufacturing and support of a complete lineup of grain handling products, construction equipment attachments and guarding, rail maintenance-of-way equipment, specialized truck rigging and trailer rentals, electrical power generation and transmission products and custom auxiliary mining vehicles and more. Brandt also delivers end-to-end tube and pipe finishing floor solutions, OEM custom manufacturing and machining, commercial real estate development and management, and new and used asset financing.

**Brew Ninja Software**

Regina, Saskatchewan
www.brewninja.net

Products and services include a Software-as-a-Service (SaaS) product which comes in four tiers: Pico, Nan, Micro and Kilo. All four tiers include all functionality. Pico is limited to breweries production up to 1,000 bbl/year, a brew system of 10 bbl, and three users. Nano is limited to 2,000 bbl/year, 20 bbl brew system and seven users, and adds training. Micro is limited to 15,000 bbl/year, 50 bbl brew system and 25 users. It adds two custom reports and onsite training. Kilo removes limits and adds three days of onsite training.



BrewNinja

C**Cameco Corporation**

Saskatoon, Saskatchewan
www.cameco.com

Products and services include uranium mining, refining and conversion services.

**Canada North Environmental Services Limited Partnership (CanNorth)**

Saskatoon, Saskatchewan
www.cannorth.com

Products and services include environmental impact assessment, environmental effects monitoring, regulatory and licensing issues, human health and ecological risk assessments, environmental site assessments, aquatic toxicology, aquatic and fish studies, water quality investigations, hydrological assessments, wildlife investigations, wildlife and vegetation assessments, contaminant investigations, data management and analyses, habitat evaluation and restoration, archaeology/heritage resources, and forestry.



CanNorth

Canada Training Group

Turtleford, Saskatchewan
www.canada-training-group.ca

Products and services include extensive training in a broad range of leadership, engineering and technical disciplines and five highway trailer vans that they have customized as mobile electrical training laboratories. These unique units enable them to come to a client's site and provide critical skills training in advanced safety practices and procedures; substation apparatus testing and maintenance; and motor control and VFD troubleshooting. They are ISO 9001 certified and accredited to provide CEUs. All courses are customized to the needs of each facility.

**Canpotex Limited**

Saskatoon, Saskatchewan
www.canpotex.com

Products and services include the marketing and delivery of potash to approximately 40 overseas countries, with the majority of potash heading to Brazil, China, India, Indonesia and Malaysia.

**Capital "I" Industries Inc.**

Tisdale, Saskatchewan
www.capitali.ca

Products and services include grader mount road maintenance equipment, above and below ground mining, exploration drilling equipment, and oil and gas pipe handling equipment.

**Clifton Associates Ltd.**

Regina, Saskatchewan
www.clifton.ca

Products and services include engineering and environmental services, information management, and environmental information management systems.

**Coconut Software Corp.**

Saskatoon, Saskatchewan
www.coconutcalendar.com

Products and services include an online appointment scheduling system to confirm and cancel appointments, repeat appointments, auto email reminders to clients, block out personal time, manage multiple staff and resources, keep schedules private, and access from mobile devices.

**Cirico Communications**

Saskatoon, Saskatchewan
www.condonewscenter.com

Products and services include a Condo News Center (CNC) paid subscription application as a management, information and communication center, real time and simultaneous messaging, and real time video for security cameras or association meetings.

**Contango Strategies Limited, an AEG Company**

Saskatoon, Saskatchewan
www.contangostrategies.com

Products and services include cold-climate constructed wetland treatment systems, including site-specific water treatment for mines, oil and gas operations, next generation DNA sequencing services, scientific research and development.

**Croatia Industries Ltd.**

Saskatoon, Saskatchewan
www.croataindustries.com

Products and services include custom machine work and mechanical services, refurbishment of gearboxes, pumps and custom equipment, drill strings, mining casings, CAD, CAM and engineering services, mechanical, machine and welding services.

**D****Dakota Hills Oilfield**

Estevan, Saskatchewan
www.dakotahillsoilfield.com

Products and services include multiplex, multistage, multiphase and well service pump packages up to 2,500 hp; production treaters vertical and horizontal; free water knockouts; two and three phase production test separators; multi-well group and test headers; vapor recovery units; flarestacks; flare knockout drums; complete MCC packages; program logic controllers (PLC); and variable frequency drives (VFD).



Doepker Industries Ltd.

Annaheim, Saskatchewan
www.doepker.com



Products and services include highway semi-trailers, steel and aluminum agriculture grain trailers, commercial flat decks and drop decks, forestry logging trailers, industrial oil and gas trailers, gravel trailers, and specialty trailers.

Dryair Manufacturing Corp.

St. Brieux, Saskatchewan
www.dryair.ca



Products and services include the greenhaw line of towable ground thaw units, central heating units (CHUs), powered heat exchangers, specialized accessories such as explosion proof heat exchangers, bayonet tank heat exchangers, grain drying fan coils and desiccant dehumidifiers. Available fuel sources are diesel, propane, natural gas and steam.

DSG Power Systems Inc.

Saskatoon, Saskatchewan
www.dieselservices.com



Products and services include a diversified line of diesel and natural gas power solutions.

Dutch Industries Ltd.

Pilot Butte, Saskatchewan
www.dutchind.com



Products and services include Dutch Openers for seed and fertilizer application, BioSpreader Manure Spreader, Bio-mulcher Composter, chemical cab filters, custom production manufacturing, as well as custom projects per request.

DynaIndustrial LP

Regina, Saskatchewan
www.dynaindustrial.com



Products and services include custom designed heavy machinery and the DynaBolter.

DynaIndustrial

E

Emerald Seed Products Ltd.

Avonlea, Saskatchewan
www.emeraldseedproducts.com



Products and services include Nutrifen as a feed additive for use in pig, chicken and cattle feed, FenGum for use in the mining or oil industry, and Canafen used in the food and natural health industries.

Engcomp Engineering & Computing Professionals Inc.

Saskatoon, Saskatchewan
www.engcomp.ca



Products and services include catering to the heavy industrial market. Engcomp provides professional services to the potash, uranium, oil and gas, pulp and paper, chemical processing, and food processing industries. Disciplines in which Engcomp can provide engineering services include mining, process, mechanical, structural and electrical. Engcomp executes both greenfield and brownfield projects varying in size and complexity, and they are well positioned to lead the execution of small to medium scale projects from concept to completion. In addition to engineering projects, Engcomp has led or been part of procurement support teams,

construction management support teams, and owners' teams. Engcomp is proficient in overseeing and completing projects, from conceptual design and feasibility studies through to detailed design engineering and construction completion. The company's success is largely based on close interaction with clients to ensure an effective and efficient process.

Engineered Code Consulting Inc.

Regina, Saskatchewan
www.engineeredcode.com



Products and services include a full suite of software engineering services, including Microsoft Dynamics 365/CRM Configuration and Customization including Dynamics 365 Portals, web development using WordPress, Drupal, Business Catalyst, and many other CMS platforms, as well as application development for Windows, Linux/Unix, iOS and Android.

Environmental Instruments Canada Inc.

Saskatoon, Saskatchewan
www.eic.nu



Products and services include the manufacturing of radiation measurement equipment for mining, homeland security, radon mitigation and hobbyists.

F

Fortis Mining Engineering & Manufacturing

Saskatoon, Saskatchewan
www.fortiscorporation.com



Products and services include specialized services for the mining, custom metal manufacturing and machining industries.

Furman IP Law & Strategy PC

Regina, Saskatchewan
www.furmanip.com



Products and services include intellectual property services, patents, trademarks, copyright, trade secrets, designs, strategic advising, and contracting services for Canada and around the world.

G

G & S Sales Ltd.

Dilke, Saskatchewan
www.watermasterpumps.com



Products and services include a self-priming floating pump.

GH Well Services Inc.

Morse, Saskatchewan
www.ghwellservices.com



Products and services include portable mobile boilers, high efficient frac water super heaters, as well as numerous pieces of supporting equipment.

Glendyn Consulting Inc. o/a MuniSoft

Regina, Saskatchewan
www.munisoft.ca



Products and services include software solutions for tax and assessment, cashing, utility billing, public works, financial, cemetery administration, mapping and GIS.

HOW TO INCREASE EXPORTS USING GOOGLE?

BY: MOUNEEB SHAHID, President/CEO, 2 Web Design

GOOGLE ALLOWS 3.7 billion active users worldwide to connect, engage and find pertinent information in milliseconds. The “digital goliath” is an information black hole that gobbles up content all over the web and spits out resource links that match our desire. For businesses looking to export, the opportunity to tap into borderless consumers is significant.

However, many businesses face the difficulty of executing the right steps required to connect with their target market. Most exporters start their journey by conducting a market insight analysis, which also happens to be the most challenging part. To perform a market insight analysis, you have to dig deep and understand the needs of your ideal customer. This exercise is known as “buyer persona development” or creating a “customer avatar.” Upon completion of this step, it allows you to structure your communication strategy in a way that speaks to your target market.

Additionally, you have to determine where your customers are likely to transact with you based on the competitive landscape. A great

Google allows **3.7 billion** users worldwide to connect, engage and find information in milliseconds.

tool to do some quick analysis is Google’s own Market Finder (<https://marketfinder.thinkwithgoogle.com>) that will help you shortlist the most promising new markets for your brand. It will also show you:

- The demand for your product or service in terms of the number of local monthly searches.
- An ‘ease of doing business’ index for different regions.
- Economic data like disposable income per capita.
- Details around trends, purchase behaviours, and individual country profiles.

Once you have done the analysis, you can leverage Google Marketing tools to get in front of your target audience and drive them to your website. At this stage, you want to analyze the user journey and determine what actions need to be taken to fulfill the required goals.

For example, you can start by running a Google Ad campaign in a location that drives people searching for your product or service to a landing page on your website. The landing page should have engaging content that is designed to convert the visitor to a potential lead. From this journey, if you track the user behaviour data, it can tell a story allowing you to evaluate what direction can generate better results.

This approach has been very successful for companies that go to tradeshows and are looking to maximize their return on investment.

To learn more about how you can increase your exports using Google, email mouneeb@2web.ca. 

 2web.ca

HELPING BUSINESSES REACH GLOBAL MARKETS

VISIT 2web.ca 

and learn how you can leverage Google to boost your exports.

Mouneeb Shahid,
Founder of 2Web.ca
 mouneeb@2web.ca

Graham Group

Saskatoon, Saskatchewan
www.graham.ca



Products and services include construction services across three different sectors, including commercial, infrastructure and industrial. Projects include educational facilities, hospitals and health care institutions, office buildings, warehousing and distribution facilities, retail outlets and complexes, recreational facilities, hotels and casinos, multi-unit residential housing developments, roadways, bridges and interchanges, public transit, airports and seaports, water and wastewater treatment facilities, water management and storage structures, conventional and alternative power generation and distribution, including wind farms and district energy plants, oil, natural gas and petrochemicals, power generation, refining and upgrading, mining and forestry, potash, gold and uranium, site preparation, including excavating and grading, underground pipe installation, mass excavating and heavy construction, haul road construction and operation, piling-driven, drilled, CFA and more.

Ground Effects Environmental Services Inc. (GEE)

Regina, Saskatchewan
www.groundeffects.org

Products and services include full service remediation and reclamation contracting and technical services.



Groundwerks Consulting Inc.

Preeceville, Saskatchewan
www.groundwerks.ca

Products and services include a concrete additive called Infracrete to stabilize cement.



IDS Infrastructure Data Solutions, Inc

Regina, Saskatchewan
www.ids.consulting

Products and services include software guaranteed to generate truly optimal long-term system-level renewal plans and long-term solutions and services around four main product lines, including Bridge Optimizer, Roads Optimizer, WaterNet Optimizer, and SewerNet Optimizer.



H

I

IKS Media & Technology

Regina, Saskatchewan
www.iksmedia.com

Products and services include digital network management, production services, display sales and rentals.



Industrial Machine & Mfg. Inc. (IMM)

Saskatoon, Saskatchewan
www.indmac.ca

Products and services include custom manufactured components in addition to augers, centrifuges, compactors, gearboxes, impactors, miners, pumps, pipeline equipment, u-joints, as well as valve bodies, CNC machining, welding and fabrication, mechanical assembly, surface solutions, site service and maintenance, CAD/CAM, and engineering design and support.



Information Services Corporation

Regina, Saskatchewan
www.isc.ca



Products and services include registry and information services and software solutions to governments and private sector organizations. ISC's Services segment delivers industry-leading solutions uniting public record data, customer authentication, corporate legal services and collateral management to support optimal lending practices with business across Canada. The company's Technology Solutions segment provides the development, delivery and support of registry (and related) technology solutions; their suite of registry software solutions currently serves 33 register types and supports 20 registries in Europe, North America and Asia.

Information in the right hands.

Infracon

Saskatoon, Saskatchewan
www.infracon.com



Products and services include a full suite of project and site development services from project management, excavation, construction, and maintenance. Infracon's primary services are civil construction, mass excavation, ROW and site preparation, construction, clearing, mulching, road and access construction, erosion protection, drainage, concrete foundations, reclamation, remediation, and construction management. Infracon's secondary services include site services, equipment rental, ROW maintenance (signs, posts, mowing etc.), snow removal, fueling, facilities and yard maintenance, road maintenance, and access matting.

Innocorps Research Corporation

Saskatoon, Saskatchewan
www.innocorps.com



Products and services include fully mobile water treatment service for the unconventional oil and gas industry.

IntraGrain Technologies Inc.

RM of Sherwood, Saskatchewan
www.intragrain.com



Products and services include BIN-SENSE®, grain storage monitoring system, and Fuel Lock™, fuel monitoring and management system.

J

Jobbox Software

Regina, Saskatchewan
www.jobboxsoft.com



Products and services include ServiceBox, a platform to manage workflows of a service company featuring customer management, job site tracking, quotes, work orders, time and materials, job notes, pictures, history, signatures, drag and drop scheduling, maintenance management checklists, recurring work orders, recurring contracts, contract expiration updates, and time-sheets invoicing.

K**KeyLeaf**

Saskatoon, Saskatchewan
www.keyleaf.ca

Products and services include contract applied research and development for bio-processing, specializing in process development, small scale specialty toll processing and analytical services.

**Koenders Mfg. 1997 Ltd.**

Englefeld, Saskatchewan
www.koendersmfg.com

Products and services include injection molding, rotational molding, metal fabrication, and newly added plastic recycling.

Koenders Water Solutions Inc.

Regina, Saskatchewan
www.koenderswatersolutions.com

Products and services include pond care equipment, including windmill and electric aeration systems, solar aeration and water pumps, water fountains and natural treatments for ponds, lakes, sewage lagoons, plumbing and septic systems. The 'Nature's Pond' product range has been expanded to include other environmentally safe cleaners for almost all surfaces and bathrooms.

**L****Lexcom Systems Group Inc.**

Regina, Saskatchewan
www.lexcom.ca

Products and services include business process improvement, consulting, engineering and architecture consulting, IT management services, cloud and virtual data management.

**M****Magnum Fabricating Ltd.**

Maple Creek, Saskatchewan
www.magnumfabricating.com

Products and services include cattle handling equipment, oilfield fencing, texas gates, oil tanks, fuel tanks and fuel skids, and transport Canada in 31/a fuel tanks for transport of gas, diesel, etc.

**Major Reclaim Corp.**

Prince Albert, Saskatchewan
www.majorreclaim.com

Products and services include using a proprietary approach to recover precious metals from the mills system.

**MERA**

Regina, Saskatchewan
www.meragroup.net

Products and services include engineering services, technology transfer, training, data acquisition and control.

**Morris Interactive**

Saskatoon, Saskatchewan
www.morrisinteractive.ca

Products and services include leadership development, strategic planning, customer service, sales training, governance and board training, team building, communication, employee engagement, everything DISC programs, five behaviors of a cohesive team, certified change management, respectful workplace, staff retreats, HR consulting, feasibility studies, health evaluations, employee engagement



surveys, pre-hire assessments, organizational data diagnostic programs, and LINK market services.

myComply

Saskatoon, Saskatchewan
www.mycomply.net

Products and services include myComply, a training network for the construction industry. Contractors use myComply to manage employee training, find and schedule training with local trainers or take online training and also verify that all workers on job sites are properly trained.

**N****NC Smart Call**

Saskatoon, Saskatchewan
www.NCSmartCall.com

Products and services include the NC Smart Call automated online communication for employee leave requests and shift replacements.

**Norseman Structures**

Saskatoon, Saskatchewan
www.norsemanstructures.com

Products and services include ShelterSolutions in the pre-engineered building industry, specializing in steel framed fabric covered buildings. Norseman offers turnkey solutions with services, including design and engineering, manufacturing, construction, financing, and documentation.

**North Fringe Industrial Technologies Inc.**

Nipawin, Saskatchewan
www.northfringe.com

Products and services include pump pales, pump service/repair, pump rentals, dewatering, dredging, pump stations and dewatering stations.

**North Star Systems Inc.**

Saskatoon, Saskatchewan
www.tattle.systems

Products and services include Tattle Systems, a communication device for location and level of tanks.

**Nutrien Ltd.**

Saskatoon, Saskatchewan
www.nutrien.com

Products and services include potash, phosphate, and nitrogen.

**O****Obasa Hospitality**

Saskatoon, Saskatchewan
www.obasahospitality.com

Products and services include corporate housing and hotel accommodations used by their suppliers to offer better service through customized technology anywhere in the world.

**Offstreet Technology Inc.**

Regina, Saskatchewan
www.joinoffstreet.com

Products and services include Guest Registration, a digital solution to physical parking pass management.



P**PIC Investment Group Inc.**

Saskatoon, Saskatchewan
www.picgroup.ca

Products and services from majority owned companies include: ClearTech Holdings Ltd., Caron Transportation Partnership, Panther Industries Inc., Round Table Management Ltd., Adventure Destinations International, KREOS Aviation, CanGas Propane, Paceline Advisors Ltd. and Long Lake Insurance. PIC also has 21 minority investments in a wide range of companies.

**PINTER & Associates Ltd.**

Saskatoon, Saskatchewan
www.pinter.ca

Products and services include environmental, geotechnical, mining, and municipal engineering consulting.

**Pioneer Performance Inc. - IMSM Canada Ltd.**

Saskatoon, Saskatchewan
www.imsm.com

Services include consulting and training for ISO9001 Quality, ISO 14001 Environmental, OHSAS 18001 and other ISO standards, regulations consulting, training, and auditing.

**Prairie Machine**

Saskatoon, Saskatchewan
www.pmparts.com

Products and services include design and manufacturing of two and four rotor miners, Flexiveyor continuous haulage systems, belt storage magazines, roof bolters, angle stations, belt winders and bat-

**Q**

tery-powered electric vehicles designed specifically for mining.

Quality Assured Manufacturing Inc.

Regina, Saskatchewan
www.qualityassuredmfg.com

Products and services include bulk fuel storage tanks (ULC & Transport Canada), API tanks/vessels, smooth wall grain and fertilizer bins, cement/fly ash and salt silos, and various structural steel fabrication. Start to finish in house services from raw steel to finished products, including our own sandblast and internal/external coatings.

**Quantum Mechanical Technology Inc.(QMTI)**

Prince Albert, Saskatchewan
www.gentleprocessing.ca

Products and services include toll processing solutions (fee for service), detailed product trials, R&D and custom-tailored equipment solutions for food and ingredient manufacturers of all sizes. Complete installations are facilitated by site-specific custom engineering and Gentle Processing™ solutions are confidently delivered in the form of servitization partnerships. This model guarantees our equipment's performance and functionality, for complete peace of mind, without a significant capital expenditure.

**R****RESPEC Consulting Inc.**

Saskatoon, Saskatchewan
www.respec.com

Products and services include mineral resource estimations; subsurface geology; examination of well logs, cores, geophysical data; mining engineering and materials testing; drilling services; and design and drill disposal and geothermal wells.

**Rouse Industries**

Weyburn, Saskatchewan
www.rouseindustries.com

Products and services include industrial transmissions, gearboxes, mud pump drives and hydraulic clutches.

**S****S3 Enterprises Inc.**

Swift Current, Saskatchewan
www.s3enterprises.com

Products and services include custom manufacturing and pneumatic solutions and unique wireforming services for the farm equipment industry, as well as the Delta Flexible Harrow product.

**Saskatchewan Abilities Council Inc.**

Saskatoon, Saskatchewan
www.abilitiescouncil.sk.ca

Products and services include wood products, textiles, metalwork, mailing services, screen printing/embroidery services, promotional products, and recycling services.

**Saskatchewan Polytechnic**

Saskatoon, Saskatchewan
www.saskpolytech.ca

Products and services include international development, education, skills training consultancy, training and project management. International student recruitment and the delivery of Saskatchewan Polytechnic certificate and diploma programs overseas, english language and technical skills evaluation for Canadian employers of potential temporary foreign workers and new immigrants through the Skills Passport (www.skills-passport.ca) program.

**SaskTel International**

Regina, Saskatchewan
www.sasktelinternational.com

Products and services include integrated, end-to-end Operational Support Systems (OSS) and Business Support Systems (BSS) software solutions covering and automating all key functions of the 'order-to-cash' process for communication service providers. Software products include order management, plant inventory and assignment, auto provisioning/activation, trouble ticketing, billing and revenue management, workforce management, Customer Relationship Management (CRM), strategic consulting, network consulting, operational effectiveness consulting and managed services where resources are leveraged with decades of experience from parent company, SaskTel.



SoilVision Systems

Saskatoon, Saskatchewan
www.soilvision.com

Products and services include geotechnical, geoenvironmental, hydrogeological and soil science applications. Tailored combinations of eight software modules: SVDESIGNER™, SVSOILS™, SVSLOPE®, SVFLUX™, SVSOLID™, SVHEAT™, SVCHEM™ and SVAIR™ serve as the building blocks of three software suites SVOFFICE™5/GT, SVOFFICE™5/GE and SVOFFICE™5/WR. They also offer SVHEAVE™, a modeling tool that simplifies the calculation of soil heave for swelling clays.



Studio 10 Productions Inc.

Regina, Saskatchewan
www.studio10productions.ca

Products and services include high quality video productions that help Saskatchewan companies market their services and products.



T

Tap 50:50 Event Consultants Ltd.

Saskatoon, Saskatchewan
www.tap5050.com

Products and services include handheld mobile terminals and kiosks that sell 50/50, chase the ace, sports pools, or lottery tickets electronically, which then communicate to our centralized servers and update jackpots in real time.



Topcon Agriculture Canada, Inc.

Saskatoon, Saskatchewan
www.norac.ca

Products and services include spray height control systems.



Townfolio

Saskatoon, Saskatchewan
www.jointownfolio.com

Products and services include an international investment attraction platform for economic developers and municipal governments. Visitors can discover business opportunities along with extensive and up-to-date municipal data from demographics to utility rates. Allows for businesses and prospective investors to submit their start-up, expansion or investment plans to Townfolio's network to learn of the best location for their opportunity without the search, making the platform ideal for entrepreneurs, expanding companies, newcomers and site selectors.



Transport Services & Logistics Canada Ltd.

Saskatoon, Saskatchewan
www.tslworldwide.com

Products and services include international freight forwarding and logistics.



Twisted Pair Productions Ltd.

Regina, Saskatchewan
www.twistedpairproductions.com

Products and services include video production for corporate videos and television commercials, 5.1 surround sound mix room for radio and audio post production services, extensive experience with interactive development for museums, interpretive centers and movie phones, and projects involving AR, VR and 360 degree video.



University of Regina

Regina, Saskatchewan
www.uregina.ca/international

Products and services include educational services, research services, human resource development, science and technology, social and public policy, research and development.

U



University of Saskatchewan - Innovation Enterprise

Saskatoon, Saskatchewan
www.research.usask.ca/innovation-enterprise/

Products and services include university technology commercialization.



V

Vendasta Technologies, Inc.

Saskatoon, Saskatchewan
www.vendasta.com

Products and services include a marketing, sales and fulfillment platform and a marketplace of business apps and services.



W

Westcap Mgt. Ltd.

Saskatoon, Saskatchewan
www.westcapmgt.ca

Products and services include venture capital and private equity fund management.



Western Heritage

Saskatoon, Saskatchewan
www.westernheritage.ca

Products and services include archaeological management, near-surface, geomatics, GIS mapping and data recording, DigitalGlobe imagery solutions, opusTrack and opusSchedule software.



X

Y

Z

zu

Saskatoon, Saskatchewan
www.zu.com

Products and services include a design strategy firm that builds digital products and services. Their mission is to create transformational experiences for their clients and their end users.



BILL C-69:

The Not So Clear Path Ahead

By: McKercher LLP



Bill C-69 creates a new regime for dealing with the vast array of issues involved in the assessment and approval of resource development projects. While the new approach is claimed to strike a balance between economic development and social responsibilities.... Critics are angry at what is perceived as an attempt by the federal government to further complicate and intensify the amount of 'red tape' affecting the resource sector.

THE FEDERAL GOVERNMENT introduced Bill C-69 in early 2018 and the bill received Royal Assent on June 21st of this year. Bill C-69 came into force August 28, 2019 and, as such, industry proponents will need to navigate its murky waters.

Bill C-69 creates a new regime for dealing with the vast array of issues involved in the assessment and approval of resource development projects. While the new approach is claimed to strike a balance between economic development and social responsibilities, the Bill has come under heavy criticism from federal opposition members, resource industry players, and several provincial leaders. Critics are angry at what is perceived as an attempt by the federal government to further complicate and intensify the amount of 'red tape' affecting the resource sector. Many believe that the drastic swing in favour of the current government's political agenda will make things very difficult for the resource sector going forward.

A major component of Bill C-69 is the creation of the *Impact Assessment Act* (the "IAA"), which is intended to replace the existing *Canadian Environmental Assessment Act, 2012* (the "CEAA"). The method the CEAA used in assessing projects was focused on potential environ-

mental effects that a project may cause. Consideration was given to things such as wildlife habitat protection and minimizing the impact on traditional Indigenous practices. The IAA expands the assessment criteria into several new categories. These categories include, but are not limited to, the economy, environment, health impacts, social impacts, gender analysis, climate change, and the public interest. Of particular uncertainty, is the assessment of the project will have on social issues, which in many cases will be unrelated to the project or the proponent. While the implication is unknown, it seems the IAA will require industry to mitigate and advance social issues for obtaining its approval to develop.

The inclusion of the social impact categories has caused a ripple of concern across the resource sector. Opponents of the legislation point to the fact that several of the new categories of assessment are overly broad and ill-defined. Confusion and uncertainty as to whether the potential impacts can ever be adequately assessed is prevalent. There is widespread concern that projects could be held up for years as activists apply to have courts canvass whether a project proponent has fulfilled their duty to these new categories.

Concerns about approval timelines being extended as a result of litigation are accompanied by the concerns of many regarding the public consultation process. Under the CEAA, public consultations had the potential to delay projects for long periods of time. Proponents often had a difficult time determining whether they had conducted adequate consultation, and the consultations themselves often devolved into an opportunity for aggrieved stakeholders to disrupt the approval process. The new legislation allows for an increased role for the public to be included in consultations. This can include parties that have no direct relationship to the proposed project. While the CEAA required standing to participate, the IAA allows potentially any person to participate without having to obtain a position of standing. The newly created Impact Assessment Agency of Canada does have the power to restrict participation in consultation as it sees fit. Many critics believe that this discretion will be used sparingly and that the loss of the standing requirement will only result in additional delays in project approval.

A stated goal of the new legislation is strengthening and codifying the importance of engaging with Indigenous peoples in a meaningful way. This engagement will include a focus on “traditional Indigenous knowledge” as an important source of evidence when dealing with the potential impacts on land use and traditional practices. Courts have cited lack of appropriate levels of Indigenous consultation as reason to delay or stop resource projects in the past. It is yet known whether the newly designed consultation process will help or hinder efforts to ensure that Indigenous stakeholders are satisfied that their concerns have been appropriately heard.

Bill C-69 came into force August 28, 2019. While not yet finalized prior to the publication deadline for this article, an unofficial version of the Project List is available on the Government of Canada website. It delineates the specific types of projects that will be affected by the new legislation. Opponents of Bill C-69 note that the Minister retains the power to designate the legislation to unlisted projects in certain circumstances. There is no shortage of confusion and anger surrounding the new legislation and industry players will undoubtedly be feeling the repercussions of the new regime for years to come.

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7SHIFTS

moves into overdrive

Saskatoon company
creates software
for the restaurant
employee lifecycle

BY: PAT REDIGER

LITTLE DID JORDAN BOESCH realize that when he was trying to develop a new software program to help his father manage staff at two Quiznos locations in Regina that he was creating the foundation for a new multimillion dollar enterprise.

“I watched my dad try to manage staff and schedule people, and it was a complete nightmare. His desk was full of sticky notes and papers, and he took all of this information to build a schedule in Excel. He would print out this Excel schedule, and people wouldn’t even know about it. People would have to call in all the time and ask when they should come into work. Then people would start randomly crossing off shifts and trading shifts, and my dad had to manage the changes,” recalled Boesch.

As so many inventors say, *there has to be a better way*, and Boesch set about finding that better way. He taught himself to use code and had built a few apps and websites, so he began creating a software program that his father could use. Over time he continued to refine the program and eventually formed a new company, 7shifts Employee Scheduling Software Inc. (7shifts).

After time in Ontario and France, Boesch returned to Saskatchewan to take on a job in Saskatoon. He worked on 7shifts on the side until it was able to pay him a full-time wage. His success drove him even further.

“I was working on it for about a month in a 10x10 office, and I just thought, this is really boring - working by yourself alone in an office. I thrive off of high collaboration environments with lots of people solving problems. So I thought, ‘I want this to be way bigger than this, way bigger than me,’” said Boesch.

Where do people go to build big high-tech companies? He applied to some tech accelerator programs and was accepted into a program in San Francisco, so he moved to the Bay area for six months along with co-founders, Johannes Lindenbaum and Andrée Carpentier. Boesch learned first-hand from some of the best and brightest minds in technology and discovered what it would take to truly succeed.

One of the success factors was access to capital. He approached various venture capitalists and raised \$200,000 to hire new software developers. Rather than remain in San Francisco, he took the funds back home to Saskatchewan.

“People thought we were crazy,” he laughed. “They weren’t sure why we were leaving the tech centre of the world and going back to Canada. They were like, ‘okay are you going to Toronto or Vancouver?’ I was like, ‘no, Regina.’ Nobody knew where that was and basically said good luck.”

► Today, the company has 130 staff and an office in Toronto. It provides scheduling and workforce management solutions for more than 15,000 restaurant workers across North America, Europe, the Middle East and Australia.

It turns out Boesch didn’t need good luck. He mixed Prairie pride with a bit of stubbornness and set about making 7shifts a leader in its field. He set about scaling the business and before too long his employee scheduling app was being used by about 4,000 restaurants worldwide. That success captured the interest of more capital investors, and he raised another \$4.5 million in funding in 2017.

About six months ago, the company closed funding on another round of venture capital funding, raising about \$10 million USD. Best of all, the company has attracted an experienced board of directors who have lent their expertise and advice to continue to drive the company forward.

Attracting this type of investment has not been easy. Boesch had to meet the right individuals who could introduce him to venture capitalists



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that provided the best fit for the company. There were several investors who were interested in the company and he had to make a strategic decision on which one to work with.

"I think it's more important than ever to align yourself with investors who are going to add value," he said. "If it's just money, then you don't learn as fast as you need to learn, and you are just going to burn through all of that money. It's really important that you take smart money and take it to the next stage."

With the additional funding, 7shifts was able to further its research and development capacity and marketing efforts. Today, the company has 130 staff and an office in Toronto. It provides scheduling and workforce management solutions for more than 15,000 restaurant workers across North America, Europe, the Middle East and Australia. 7shifts is used by growing multi-unit restaurant groups, including Xi'an Famous Foods, Andy's Frozen Custard, Black Rock Coffee Bar and many others. STEP has been able to assist the company with market intelligence.

The company's marketing efforts are focussed on North America, but as an online business, it is not limited by borders. 7shifts relies on search engine optimization (SEO) and inbound marketing, such as search ads on Google and Facebook/Instagram.

"We get inbound requests and inquiries because we have a great product and position ourselves in the market to be the best player. We have a lot of people coming to us to have meetings to see how we can solve their pain points around labour management. We also have single unit franchise groups signing up that are part of larger restaurant groups. Then, we talk to corporate and explain we have a lot of franchisees using the product, and we see if we can help them on a larger basis."

Despite the success in the restaurant industry, Boesch has resisted the temptation to expand the scheduling software into other industries. He reasoned that in order to become the industry best, the company had to focus its efforts on a single industry. That also means that 7shifts must continue to evolve and adapt its software to meet changing industry needs.

Boesch emphasized that the software goes far beyond just simple scheduling. Through machine learning it is able to help predict and optimize scheduling to enable owners and managers to optimize their labour and schedule the right people at the right time. It also helps pick staff that work well together and produce the greatest results. Ultimately, it results in marrying the needs of the business with the happiness and productivity of the staff.


Going forward, Boesch said the company is working towards building solutions for scheduling, communications, and labour management. It is interested in the entire employee lifecycle - from the moment the employee is hired and trained, to when they work their shifts and are paid, and ultimately retained in the business. It will lead to a one-stop solution that can fulfill everything from the hiring process to staff management.



"We want to build a **billion-dollar business** in Saskatoon. We have a lot of work to do and we want to work with smart people. There's a massive opportunity to do something really big in a place where people don't think it's possible. I want to prove it's possible and it comes with the support of the community."

- Jordan Boesch, CEO, 7shifts

"We want to build a billion-dollar business in Saskatoon. We have a lot of work to do, and we want to work with smart people. There's a massive opportunity to do something really big in a place where people don't think it's possible. I want to prove it's possible, and it comes with the support of the community. We are going to continue to grow and hopefully have the community support us."

For more information, visit www.7shifts.com. 



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*- Katherine Renier, Owner,
Coconut Software Corp.*





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