

# Explosive market growth earns Ottawa's EOD Performance an Ontario Global Traders Award

For Ottawa-based EOD Performance Inc., winning the 6<sup>th</sup> annual Eastern Region Ontario Global Traders Award (OGTA) for market expansion - product has meant more than just recognition for the company's tremendous export record.

"The award has increased our credibility with distributors, agents and end users throughout the world," stated Hany Guirguis, one of the founders of the company recently acquired by Vanguard Response Systems Inc., partly due to EOD's reach into global markets and its strong product suite.

"The OGTA is more than an honour - it is an award we are marketing in our literature, website and in our business conversations. It helps solidify our recognition in our marketplace, and adds a comfort level for our customers that they are dealing with a solid, reputable supplier," said Guirguis who accepted the award at the eastern region OGTA held in Belleville on April 1, 2004.

As EOD Performance, the company designed and manufactured explosive ordnance disposal equipment used to help bomb squads and other professionals save lives by disarming potentially dangerous material, such as explosives, poisonous materials and weapons. It has now been integrated into Vanguard and is an integral part of the larger company's extensive array of technologies and equipment to defeat and neutralize a wide range of chemical, biological, radiological, nuclear and explosive hazards and threats.

The Ontario Global Traders Awards recognize and celebrate outstanding Ontario companies, partnerships, individuals and students who have achieved exporting success. The OGTA are coordinated by Ontario Exports Inc., the export development agency of the Ontario government, with a mandate to assist Ontario small and medium-sized enterprises begin exporting or diversify their export markets.

The market expansion award won by Vanguard/EOD

recognizes the 625 per cent increase in export sales the company has enjoyed since the year 2000. In particular, the company has gained international recognition for its compact, yet robust Vanguard Robot, used by bomb technicians to remotely investigate and disarm explosive devices.

In 2002, the Vanguard Robot received the highest rating in a worldwide analysis study funded by the U.S. Department of Homeland Security for the U.S. National Institute of Justice. Not surprising, the U.S. military is a major customer and employs 55 of the robots to help save lives of soldiers faced with disarming bombs and landmines in the Iraq conflict.

Vanguard exports to 80 countries, mostly through agents and distributors. More than 150 Vanguard Robots are in use around the world and the company is producing another 100 units to meet global demand this year.

"We have made our Vanguard Robot very affordable for users engaged in anti-terrorism activities," said Guirguis. "Our unit sells for \$60,000 which is half the cost of competitive machines."

With 95 per cent of its production sold for export, Guirguis acknowledges that the company had an export plan from the time it was launched in 1999. "This

is a very niche market with two key trade magazines and two trade shows, one covering North America and the other Europe and the Middle East. We advertised in the magazines and demonstrated our equipment at the trade shows."

He added: "From day one, we used sales agents in each of the countries we were trying to penetrate, and made sure we had our agent network designed so that they did not overlap each other's territories."

Guirguis' advice to Ontario companies stepping into the export market for the first time is to make use of the federal export services available and the export assistance offered provincially by Ontario Exports Inc.



**Submit your nomination today and be recognized as one of Ontario's top exporters!**

If you know an Ontario export story that deserves recognition (including your own) let us know. Deadline for nominations is November 1, 2004. For eligibility criteria or to download a nomination form visit us at [www.ontarioglobaltraders.com](http://www.ontarioglobaltraders.com)