

Summary REPORT  
Canadian Energy Supply Chain Forum  
Calgary  
October 27<sup>th</sup>-29<sup>th</sup> 2015

**Companies Participating:**

1. CMI Heavy Industries
  2. Niagara Precision Limited
  3. Imbibitive Technologies [IMBTEC]
  4. Applied Strobe Technology
  5. CNCROi.com
  6. Industrial Encoder Corporation
  7. SWS Warning Systems Inc.
- Accompanied by Tim Reynolds, NED

**Background:**

- Participation in the Canadian Energy Supply Chain Forum in Calgary is a component of the Energy Supply Chain initiative portion of the NED Business Attraction 4-Year Action Plan, supported by the NIA. This portion of the growth strategy includes proactive initiatives with the Marcellus, Bakken and Ft. McMurray oil and gas fields, involving Niagara energy supply chain manufacturing and service companies.
- At the outset, this mission to Calgary is viewed as the first of 4 such annual initiatives.
- The Team Niagara booth space at the Exposition consisted of 4 contiguous 10'x10' booths, amalgamated into one 10'x40' space. Clark Machine occupied one booth [10'x10'], with the remaining participants occupying the remaining space at two companies per booth. Photos below:



## **Overview:**

- Reynolds attended this Forum in October 2014. Oil prices were still in the US \$88.00/barrel range. There were 250 exhibitors and 900 delegates to the Forum.
- This year, with oil at  $\pm$ US \$45.00/barrel, the number of exhibitors was listed as 50; with a reported 500 delegates.\*
- The foot traffic by the Team Niagara cluster, as it was for all of the exhibitors, was sparse. The Team Niagara booths were located right outside the main forum entrance, so we did have that exposure as delegates entered and exited and forum. No complaints about our location.
- Three of the seven participating companies reported making prospective contacts.
- In spite of the current oil & gas price regime, the Niagara participants were enthusiastic and reported they were participating “eyes open”, recognizing the current economic circumstances – and fully committed to the long term for this kind of investment.
- The Investment:
  - The combined booth space [10’x40’] was initially paid for by NED and NIA, at \$10,000 each. NIA was able to recover \$8,000 of their investment at a rate of \$1,000 per participating company, with CMI paying for a full 10’x10’ booth [\$2,000].

- Each company paid their own expenses [travel, accommodation, sustenance].

\*Both of these numbers, reported by the Forum's Management, are questionable [inflated]. Something like 35 exhibitors and ±300 participants might be closer to the actual count.

### **The Future:**

- In summary, the collective attitude of the 7 participating companies was very positive, recognizing the prevailing circumstances in the cyclical oil and gas sector – with shared commitments to the long term.
- We were advised that the Global Petroleum Show, held each June in Calgary [formerly held as the Calgary Petroleum Show, alternating every 2 years with Houston], had 30,000 visitors this past June – even with the prevailing low oil & gas price regime.
- A straw poll among our 7 participating companies indicated a strong interest in participating in the Global Petroleum Show next June; and, passing on the October Canadian Energy Supply Chain Forum in 2016.
- Mike Whatling and I met with Steve Matheson, EDDEI/MRI, running the Ontario booth at the Calgary forum, as ascertained the following:
  - NED/NIA can book booth space in an enlarged Ontario pavilion at the Global Petroleum Show in June
  - A 10'x10' booth is \$6,500 [compared to \$5,000 this year at the Energy Supply Chain Forum]; but, with that, we get business matching services; two receptions for the participating companies; and, speakers directed at the companies in attendance – set for the day before the event.
  - We would have to make a commitment to this option fairly quickly. The 7 companies attending this year like what they hear regarding the Global Petroleum Show – particularly the idea 30,000 might walk past their booth.



**Decision Time:**

- We should make a go/no-go decision on the Global Petroleum Show in Calgary, June 7<sup>th</sup> to 9<sup>th</sup>, before December 15<sup>th</sup> 2015.