

International Business Development For the Canadian dam industry

Trip Report:

Belo Horizonte, Brazil May 2017

In May 2017, as part of its International Business Development strategy, the Canadian Dam Association (CDA) arranged a trade show booth at a joint conference organized by the Brazilian Committee on Large Dams (CBDB, from the Portuguese).

The three concurrent events were the 31st national seminar on large dams; the second seminar on risk management and safety of tailings dams; and the fourth international symposium on rockfill dams.

The purpose of participating in this event was to make the South American, particularly the Brazilian, dam industry, aware of Canadian expertise and our interest in working in the region. Of special interest was well-known Canadian expertise in mining: Belo Horizonte is in the heart of a major mining region of Brazil so it was very likely that mining companies would have delegates at this conference. This proved to be true.

Having the three events going on meant that a range of companies would have delegates there, not just mining. This also proved to be true.

CDA identified an industry representative from South America who had lived in Canada, José Sanchez of Klohn Crippen Berger. He works for a key volunteer on our International Committee, Harvey MacLeod, and was briefed on what CDA's goals were for participating. Mr. Sanchez staffed the booth and handed out our information.

Outcomes

Business leads by type of service:

Water dams and hydropower: 14

Mining operations: 10

Manufacturing, equipment supply: 3

Other: 1

Other relevant comments from the activity:

The CDA booth worked well for attracting people to come and discuss availability of services. Many people interested in getting copies of the CDA dam safety guidelines. Some were disappointed to find out the copies that were available were samples only and copies needed to be ordered. Subsequently, there has been an increase in sales of CDA guidance documents in South America.

This first effort to promote the Canadian dam industry in developing the South American market is a significant start. In combination with other activities, awareness of the strength of Canada's dam industry has led to a significant increase in the number of South Americans on the contact database of the Canadian Dam Association.