

WINNER: Canadian Innovation Award for Diversification of Export Markets
Supporting Partner: Export Development Canada (EDC)



(Photo left to right: Benoit Daignault, Senior Vice President, Business Development, Export Development Canada, Peter Ouellette, President & CEO, AltaSteel, Perrin Beatty, President & CEO, Canadian Manufacturers & Exporters, David Simpson, Vice President, Technology Industry Support, NRC)

[AltaSteel Ltd.](#)

AltaSteel, near Edmonton, Alberta recycles scrap metal into high quality steel products for Canada and world markets. Each year the company diverts 360 thousand tons of scrap metal from landfill and turns it into products shipped to more than 17 countries around the world.

Their steel is used for agricultural products, construction materials, machinery, forging, oil and gas industry supplies and mining. AltaSteel recognized the global potential for their product and took steps to grow their export business.

They started with direct contact with their customers. They didn't use agents or representatives. And they conducted these meetings in the language of the customer. They combined sales and technical staff in meetings to develop greater corporate understanding.

AltaSteel also teamed up with other Canadian businesses to reduce operating costs.

Thanks to these effective strategies, AltaSteel grew their total export sales from 79 million in 2002 to 115 million in 2004. Their efforts were recognized with an award in the Diversification of Export Markets category at the Canadian Innovation Awards.

