

## *Companies embark on IT trade mission*

### Officials to spend two days in New York seeking new trade opportunities

FREDERICTON - Representatives of seven New Brunswick technology companies will be looking for increased trade opportunities when they travel to New York and one of the world's largest information technology markets next week.

The two-day trade mission May 14-15 will be led by New Brunswick Premier Shawn Graham and acting minister of Business New Brunswick Jack Keir.

The company representatives plan to attend business meetings organized by Business New Brunswick and portions of the New York University's Intelligence Community Forum during their visit.

Graham and Keir will be attending the forum as representatives of the cities of Moncton and Fredericton which have been named on the forum's top seven list of intelligent communities in the world. The two will also participate in a panel discussion for New Brunswick and New York companies looking at IT strengths and potential opportunities.

"Our government's approach to economic development includes an aggressive investment attraction strategy balanced with a strong support of New Brunswick companies," said Graham. "We are pleased to support innovative New Brunswick IT companies as they look for partners in New York."

Keir added that New York is an important market for New Brunswick IT companies. "We are determined to position New Brunswick companies to take full advantage of the economic rebound when it happens," he said. "This mission will help connect our entrepreneurs with important industry players to sell our skills and our ingenuity to the world."

PCS LabMentors, Barrett Xplore, Cube Automation, Red Ball Internet, Professional Quality Assurance, Ambir and Lexi-Tech International will take part in the mission.