

EMA Client: Consulate of Canada, Trade Commission

The Houston-based Trade Commission of the Consulate of Canada needed some help with their three-year old program to connect Canadian businesses with the Houston oil and gas industry. They chose Energy Market Access (EMA) and its president, John Hurter.

Every year, the Consulate of Canada helps Canadian companies find and talk with potential customers and partners in Houston, Texas, during the Clean Technology Venture Forum at Houston's Rice University.

"We make sure that the Canadian companies who come to Houston for the Forum make the best use of their time while they are here and get to meet companies that can help them," explains Maria Bofill, the Consulate's trade commissioner in Houston. "But we're a small organization, with limited time and resources. Every year we ask consultants to work with us, and EMA's proposal stood out. John Hurter has the background and experience to help our companies make connections."

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Maria Bofill, Trade Commissioner,
Consulate of Canada

As Hurter explains, "EMA aims to align the expectations of clients with the realities of the marketplace. When we come into an existing program, we not only deliver to the program but we enhance it with our own experience. Our goal is to deliver beyond expectations."

And EMA definitely accomplished that goal. Bofill states, "Unlike other consulting firms, EMA carefully analyzed the information that our companies supplied and really understood what they wanted. All the companies who participated felt that EMA understood their business and the sector. They actually tried to match companies and kept my office involved all along the way. Other consulting firms I have to chase. Not EMA." Regular and clear reports made a big difference in Bofill's own ability to support the visiting companies. "It's terrible when a company calls me and I say I don't know. It's painful. With EMA, we never had to do that."

Along with more informal communications, EMA provided the Consulate with a comprehensive report on the strategy developed for each visiting company, a schedule of all meetings and a final assessment that included feedback from the Houston contacts.

"John is professional, he has extensive background, he understands the industry and he keeps you constantly informed," Bofill concludes. "EMA adds value."