

EMA Client: Xiris Automation Inc.

Xiris Automation Inc. has a worldwide reputation providing inspection systems for the optical disc industry. Would their inspection systems find a market among U.S. ERW tube and pipe mills and among Houston oil and gas companies that rely on those pipes?

Energy Market Access (EMA) is committed to understanding, focusing and facilitating the efforts of customers who are considering entry into the Houston oil and gas market. According to John Hurter, EMA's president, "Xiris wanted to penetrate the market with a new application of their proven technology. We needed to discover how much interest the U.S. oil and gas market might have in the application and whether expansion into the market was worthwhile for Xiris."

Acting under the auspices of the Canadian Trade Association, EMA conducted several telephone interviews with Pierre Huot, Vice President of Xiris to clarify the goals, objectives and expectations of Xiris. Huot explains, "Talking with EMA was an investment in time, but people should make this investment. It meant I had a rich experience when I was in Houston."

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Pierre Huot, Vice President, Xiris Automation Inc.

Huot continues, "We had identified the technology we want to develop and we thought, in a competitive environment, we should establish an industry project around three or four major players. EMA identified the people we needed to talk to and facilitated the meetings. These were qualified people—they were qualified to make decisions or they had an interest in what we were doing or they could serve as a sponsor for us with others in the organization." As a result of the meetings, Huot was able to identify potential for three separate industry projects.

According to Hurter, "EMA's final report considered several directions for Xiris, including different market segments." The report included a look at target markets, a summary of the value position, alignment with the target markets, an analysis of Xiris' capabilities and preparedness and an analysis of the potential business based on feedback provided to EMA by the companies Huot visited.

Huot concludes, "EMA has a very good understanding of the energy market and can speak the language. For someone who is trying to enter the market, EMA is a great choice. Houston oil and gas is very busy, as in Calgary, but it has a larger concentration of target companies. Working with EMA to further our U.S. oil and gas strategy was invaluable."