



HELPING NORTH AMERICA BOOST ITS COMPETITIVE EDGE

As global competition intensifies, the Canadian American Business Council works to enhance cross-border relations and advance North American competitiveness vis á vis the rest of the world.

The CABC is the voice of business in the world's most prosperous relationship. Established in 1987, the Council is a non-profit, issues-oriented organization dedicated to elevating the private sector perspective on issues that affect our two nations. Our members are key business leaders and stakeholders from both sides of the border. The Council's activities include high-level briefings on issues of current concern, assistance with practical trade and policy challenges, significant networking opportunities, and informative seminars.

To participate in our *North American Competitiveness Forum and 12th Annual Canadian American Business Achievement Awards* on November 8th in Toronto, ON contact Danièle Bélanger at 416.523.7053 or visit www.canambuscoregistration.org



North American Competitiveness Forum

Under the auspices of the Canadian American Business Council (CABC), The North American Competitiveness Forum and 12th Annual Canadian American Business Achievement Awards will be held this year at the Fairmont Royal York Hotel in Toronto, Ontario on November 8, 2006.

Each year, award winners are chosen by an international panel of judges using exacting standards that measure sustained profitability, job creation, financial strength, environmental responsibility, corporate synergy, exceptional imagination and remarkable innovation.

The most successful business partnerships accomplish more than each partner could accomplish on its own. When their partnership spans a border, the benefits extend to each of their national economies, as well, in jobs, innovation, and revenue creation.

To recognize these successful partnerships, the Canadian-American Business Council (CABC) has presented the Canadian American Business Achievement Award for the last 11 years to a company in the U.S. and a company in Canada that have achieved a global advantage through their mutual efforts. This year in Toronto, the CABC will present the Award to Virox Technologies Inc. of Oakville, Ontario, and JohnsonDiversey Inc. in Sturtevant, Wisconsin.

Partnership in practice

Virox and JohnsonDiversey formed their partnership in 2001 to develop and

distribute a patented disinfectant and sterilization technology based on hydrogen peroxide. Virox had begun to commercialize the product after extensive research and development. But with fewer than 10 employees, the company needed support in navigating the complex regulatory and testing procedures involved in taking it into global industrial and institutional markets.

Virox turned to JohnsonDiversey, a global leader in cleaning and hygiene solutions for the commercial cleaning industry. JohnsonDiversey is a US\$3.2-billion, 11,000-employee company and one of the separate companies controlled by the Johnson Family, who also control S.C. Johnson & Son Inc., a multinational consumer products company. JohnsonDiversey has demonstrated a strong commitment to protecting human health and the environment. "In 2003, we were at the forefront of the global fight against SARS," says President and CEO Ed Lonergan. "We're applying the same aggressive approach in the fight against the spread of avian flu and other infectious diseases."

JohnsonDiversey initially worked together with Virox to help win approval for its new technology from the U.S.

Environmental Protection Agency. JohnsonDiversey also supported Virox in further winning worldwide patent protection for its disinfectants. Virox disinfectants have become an important part of the company's strategy for infectious disease control along with rigorous protocols, customer education supported by an infection-control Website.

For JohnsonDiversey, the partnership with Virox has become a top priority. "Virox has provided us with a competitive advantage in the disinfection marketplace," says Dr. Jose Ramirez, Director of Platform Development, Research, Development and Engineering for JohnsonDiversey. "Because of our partnership with Virox, we were well prepared to help our customers better control infectious diseases such as SARS, and now avian flu and others."

You're good for the economy! You deserve an award

Do you have a U.S. partner that makes you better than you are alone?

Nominate your cross-border partnership today – or a cross-border partnership that you admire.

CABC is seeking nominations for the 2007 Canadian American Business Achievement Award. Take this opportunity to nominate a successful and innovative cross border partnership that promotes North American competitiveness, creates jobs, enhances trade, and honours the strength of Canada/U.S. relations.

To learn more, please visit www.canambusco.org or contact Jennifer Morris of the CABC staff at 202.496.7421 / jmorris@mckennalong.com