

More accolades for company

The Leader-Post

Thursday, October 30, 2003

For the second time in less than a week, a young Regina company has won a prominent business award.

Saskcan Pulse Trading was named Exporter of the Year by the Saskatchewan Trade and Export Partnership at a dinner in Regina Wednesday night. At an event in Saskatoon just four nights earlier, the company accepted an ABEX Award for business excellence in the New Venture category.

"It's been a great week for us with the ABEX win and STEP Exporter of the Year," said Saskcan president Murad Al-Katib after accepting the award.

"It'd be tough to top it, but at the same time I've challenged my staff that we have to keep things going along and keep growing.

"I believe in the concept of exporting -- it's essential for us to succeed. So for us to be recognized as the top exporter for the year, it's an honour for our company and definitely makes us feel we're doing our part to grow the economy."

Saskcan Pulse Trading was incorporated in July 2001 and constructed a lentil splitting facility east of Regina. Shareholders include Arbel Pulse Grain Industry & Trade -- headquartered in Turkey -- as well as Crown Ventures Fund and Saskatchewan Government Growth Fund.

The company, which has a full-time staff of 41, recently got a second processing plant involved when it acquired a facility west of the city on a long-term lease basis.

"The whole idea of our company was to bring pulse products from the producer of Saskatchewan to the world, and I think we've proven we're doing a good job and I think the way we improve is to keep on growing it," said Al-Katib, who hails from Davidson and started his career working at STEP.

He points out that Saskcan has reached seven new markets over the last three months and currently making a big push into Latin American markets.

Saskcan attributes 90 per cent of total sales to exports, and exported to a total of 25 countries in its first year of operation. The company's five largest markets are Bangladesh, Pakistan, Turkey, United Arab Emirates and Germany.

The other two finalists for the STEP Exporter-of-the-Year award, which is sponsored by Export Development Canada, included Comco Manufacturing of Saskatoon and Live Global Communications of Moose Jaw.

Comco Manufacturing designs and installs complete automation packages for various industries all



Don Healy, Leader-Post / Murad Al-Katib, president of SaskCan Pulse Trading Inc., displays the Saskatchewan Trade and Export Partnership Exporter-of-the-Year award the company won on Wednesday.

over the world. The company has two new product lines, including a system engineered for the feed industry to dispense liquid products onto animal pellets.

Live Global Communications introduced Live Global Bid, which provides auction houses's Internet customers with real time simultaneous video, audio and data. The company doubled its employees from eight to 16 in one year as a result of its export sales.

"The selection committee for the STEP Exporter-of-the-Year award had a difficult job to pick the best of the best that Saskatchewan has to offer," said Jon Treleaven, president and CEO of STEP.

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