

STUDENT RESEARCH WEEK

POSTERS · TALKS CREATIVE WORK

Bringing Canadian Innovation to Chile

Talk: John Heinz

Bachelor of Commerce: Marketing, MacEwan University

Faculty mentor: Dr. Fernando Angulo-Ruiz

School of Business: International Business, Marketing, Strategy, & Law, MacEwan University

Abstract

The project titled “Bringing Canadian Innovation to Chile” is a qualitative research venture into developing a model to commercialize and pilot Canadian innovations in the South American marketplace. This particular study provides insights into the framework a Canadian firm would need to consider when bringing their industrial solutions into the Chilean Mining & Minerals sector. The first aspect of this project was directed towards finding the niche in the South American marketplace to bring Canadian innovation solutions. The second part of the project involved searching for Canadian firms interested in introducing their solutions into the global marketplace. The third aspect of the study related to locating foreign direct investors (private investors & venture capitalists) in the global marketplace who would be interested in funding the expansion and participate as a shareholder in the expansion venture. The benefits of this study include: (1) job creation in Canada as the innovation sector further develops; (2) increased foreign investment as investors begin to recognize Canada as an emerging investment destination for innovative solutions, and finally (3) through these types collaborations, Canada can continue to build its relationships with foreign trade partners. One of the extended benefits of this research is that the model that emerges, has cross-industrial applications to benefit industries outside of mining. The methodology behind the project was comprised primarily of literature reviews and in-depth interviews.