



## CentrePort Celebrates Historic Shipment to China

**CENTREPORT CANADA** successfully launched a pilot project that aims to increase trade with China by creating a new supply chain and utilizing radio frequency identification (RFID) technology to track and monitor export shipments from Manitoba.

The historic first shipment of 250 tonnes of Manitoba soybeans by container left Canadian National Railway's Symington Yard on Mar. 5 for Chongqing, China.

It was the first time Manitoba soybeans have been shipped by container to inland/ western China and the first time using RFID technology developed by Invent IOT Technology, one of CentrePort's partners in the export project.

"The plan is to build on this pilot by identifying more products that can be shipped using this new platform," said Diane Gray, president and CEO of CentrePort Canada. "New markets and opportunities are opening up for Manitoba and Canadian companies."

Dale Heide, general manager of Delmar Commodities which supplied the soybeans, said the partnership with CentrePort and CN provided the company with a "fantastic opportunity" to expand its reach and earn new customers.

"It is far beyond what we were doing before," Heide said. "CentrePort has allowed us to enter into a market that would have been almost impossible for us to go into on our own due to all the complexities of trading with China."

High-quality agricultural products are in demand in China, where serious concerns continue to exist over the cleanliness, origin and safety of food. The RFID tracking and security system helps address these concerns by ensuring the integrity and authenticity of shipments as they travel along the supply chain, Gray added.

"This is an example of how CentrePort is already opening new doors for Manitoba companies and increasing trade for the province," said Manitoba Trade Minister Peter Bjorson. "Future shipments could include the full range of products from our agriculture, manufacturing and resource sectors."

"Today's event marks the first-ever shipment of Manitoba soybeans to inland China, which is welcome news for Manitoba agricultural producers," Public Safety Minister Vic Toews said in a statement. "The new technology being used by CentrePort will enable the opening of new markets and the creation of new opportunities for agricultural producers in Manitoba and across Canada."

CentrePort's new cargo security and tracking system was first showcased in February in Chongqing during the Prime Minister's trade mission to China (full story on page 2).



**CN SYMINGTON YARD** – (from left) Jim Newton, GM, CN's Prairie Sub-Region; Coun. Scott Fielding (St. James-Brooklands); Trade Minister Peter Bjorson, Province of Manitoba; Diane Gray, president and CEO, CentrePort.

## New Cargo Security Introduced

**CENTREPORT CANADA** and **Invent IOT Technology** recently unveiled a new export tracking system that utilizes RFID technology to ensure the quality, origin and safety of products being shipped from central Canada to growing consumer markets in inland and western China.

The new cargo security and tracking system was unveiled in February in Chongqing during **Prime Minister Stephen Harper's** trade mission to China.

The demonstration involved a shipment from Manitoba pork exporter **HyLife** to the region utilizing the new RFID system that has been implemented by CentrePort Canada as part of a broader initiative to increase exports to China.



Invent IOT Technology developed the tracking technology, which includes passive RFID tags and labels for containers and products, providing a variety of applications which will allow the security system to accommodate different types of cargo.

The RFID tag, which contains critical information about the cargo, is read at origin with the captured data sent to a back-office system. The tag is read again at destination and the information must match the originating data. The RFID system can be accessed through CentrePort's website.

Moving forward, Gray said CentrePort will work with exporters to show how the various RFID technologies can be used to protect their supply chains and brand integrity in an easy, cost-effective manner.



## New CentrePort Chair and Vice-Chair

**CENTREPORT CANADA** is pleased to announce the appointment of **Don Streuber** and **Joan Hardy** as the new chair and vice-chair of the corporation's board of directors. Streuber is the president and CEO of **Bison Transport** and Hardy is the vice-president –transportation for **Richardson International**.

**Kerry Hawkins**, who has served as chair since the board of directors was created in 2008, is stepping down and will remain on the board as a director and nominee of the **Business Council of Manitoba**. Streuber previously served as vice-chair, and both Streuber and Hardy have been directors since the board's inception. The appointments are effective April 1.

"On behalf of the board of directors and the staff of CentrePort Canada, I would like to thank Kerry for his hard work, leadership and dedication," Streuber said. "Kerry is part of a key group of founders who shared a vision and turned it into a reality. I look forward to continuing the progress, growth and early success that the corporation has enjoyed."



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