

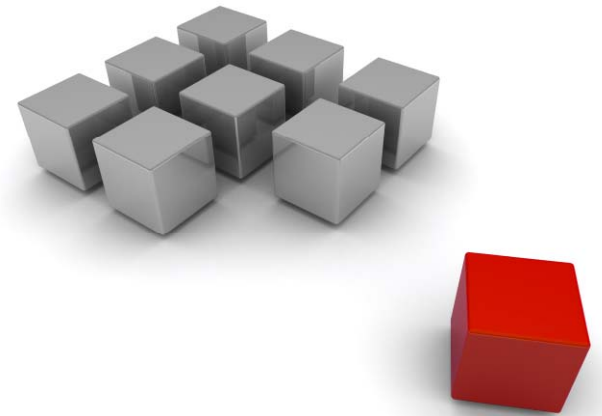
RISING OPPORTUNITIES

CANADA - **JAPAN** Business Symposium



October 23rd, 2008
Toronto, Canada

Pierre Chamberland
CEO
Messaging Architects Inc.



Global specialists in risk management for enterprise e-mail, we provide software and services for 100% uptime and compliance



Risk Free Email = Business Driven Email

Why Japan?

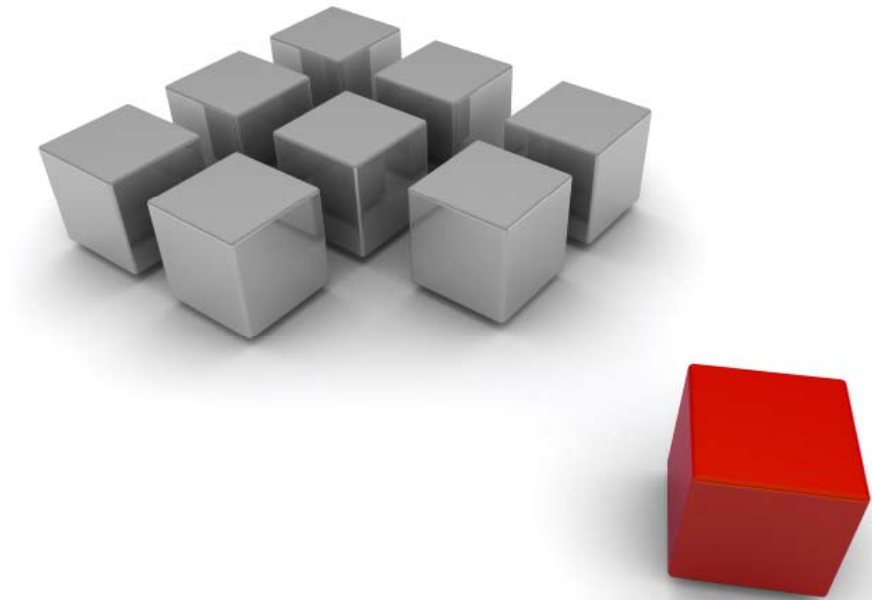


- 2nd largest IT market WW
- Mature & Stable
- 1 City Market
- APAC Gateway
- Quality Driven, Lean Thinking

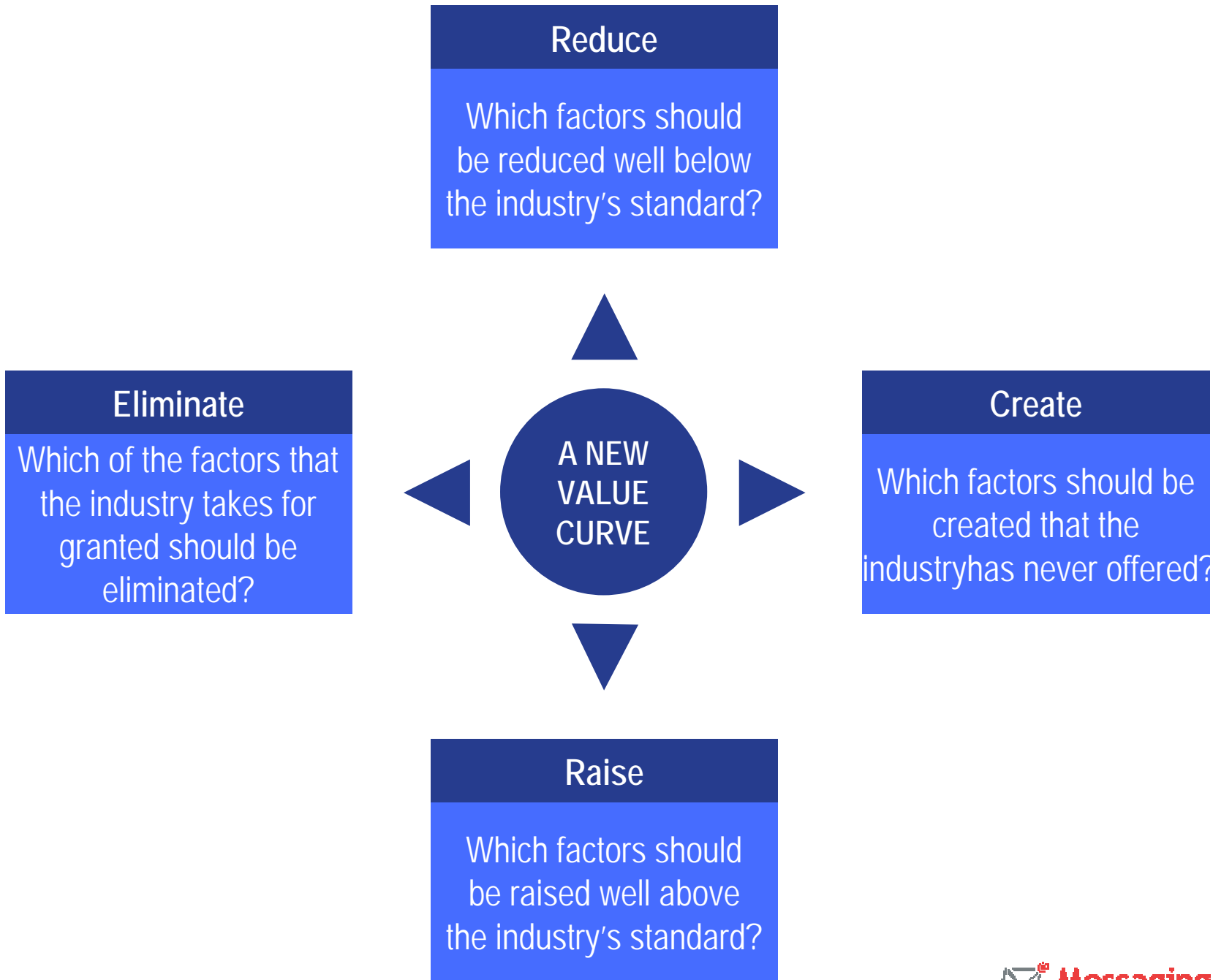
“Great companies are borne from demanding markets”

So many options, so little time...

- Leverage existing networks
- Re-inventing is expensive
- Find your niche
- Think Partnering



What is your Blue Ocean Strategy?



The big AHA

- New markets = new solutions
- If I was them...
- Small wins, then build



The more you learn, the more you realize how little you know

Discovery = Time + Talent + \$\$\$



- One shot wonders don't work
- Know what you want
- Kiss alot of frogs
- Expect the unexpected

New markets are a journey, not a destination
Enjoy the ride!

THANK YOU!

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