

October 8<sup>th</sup>, 2010

**Tiercon Corp. & AGS Participate in International Trade Fair (IZB).**



Ontario Minister of Economic Development and Trade, Sandra Pupatello visits the Tiercon-AGS booth at IZB in Wolfsburg, Germany in October, 2010. She is shown here holding Tiercon's patent-pending engineered composite Electrical Handwell Cover, developed in response to the issue of electrical conductivity in many urban areas' aging hydro-electric systems.

The International Suppliers Fair (IZB) is one of Europe's leading trade fairs for the automotive supply industry, showcasing the latest innovations and consumer trends. It is a major gathering that brings together over 700 suppliers from 24 nations along with over 48,000 guests to the fair, including many key OEM decision-makers and distinguished guests. The 2010 event was held in Wolfsburg, Germany from October 5<sup>th</sup>, to October 8<sup>th</sup>.

In 2010, the event was especially important to Canadian and US suppliers, as these two North American countries were the partner countries of IZB for the 2010 fair. More than 100 Canadian and American exhibitors at IZB made the most of the outstanding networking opportunities

available at the event, to showcase their expertise and product competence to European based OEM's.

Tiercon and AGS Automotive jointly sponsored a booth at this event, to take advantage of the tremendous opportunities that this prestigious show offered. This event was supported by a broad base of the Canadian automotive supply industry and government and from well before the start of the event through its finish, the APMA, various branches of the Canadian federal government, as well as the Ontario Government, took every opportunity to enthusiastically promote Canadian based suppliers. The Ontario Minister of Economic Development and Trade, Sandra Pupatello, was a guest speaker at the opening night event. Her compelling speech highlighted the companies and products of Canadian suppliers at IZB. Minister Pupatello also took the time to ensure that she visited each and every Canadian exhibitor present at the IZB.

The Tiercon-AGS booth was visited by a variety of European OEM and Tier 1 representatives, with visits from BMW, Ford Europe, Zanini Industries, and Volkswagen being some of the highlights. Given that Tiercon had recently been awarded work by Volkswagen for its new Chattanooga, TN facility, it was the perfect opportunity for Tiercon to present and promote both itself and its sister company, AGS.