

Alcatel's Quebec City plant wired for \$21 million upgrade and expansion



Alcatel Canada Wire, a subsidiary of France's largest cable manufacturer, is spending \$21 million to expand and modernize its plant in Quebec City.

Patrick Barth, Executive Vice-President, Operations, says: "This project is part of a larger restructuring program designed to improve our market share and productivity. We were looking for a base to serve the Canadian and U.S. markets and also customers overseas."

"We surveyed several possible locations, including some in the United States, before choosing this one."

Alcatel has operated its facility at Quebec City since 1963, dedicated mostly to serving the Canadian market. Experience since that time played an important part in winning the new assignment for the plant. "Everything is right for us here," says Mr. Barth. "This plant has consistently turned in a good performance in terms of profitability and productivity. The work force has an excellent work ethic and the ambience is good. All that was needed to

make it a multi-market production base was to upgrade the equipment and hire the necessary additional people. "Furthermore, the location is strategically excellent, with good access to all our markets. Costs are lower than in Europe and the United States."

Mr. Barth says that since the restructuring program began, the Quebec City plant has been filling orders from overseas customers as distant as Kuwait and Bangladesh.

Alcatel's investment is supported by a three-

year, interest-free \$1.6 million loan from the Quebec government.

Headquartered in Toronto, Alcatel Canada Wire is one of North America's largest full-line manufacturers of power and equipment

accessories. The Canadian company employs approximately 1,000 people and operates nine manufacturing locations throughout North America, seven in Canada and two in the

The French parent company, Alcatel Cable, which recently merged with the corporate grandparent, Alcatel Alsthom, is one of the largest companies in France. Alcatel Cable is the world's largest pro-

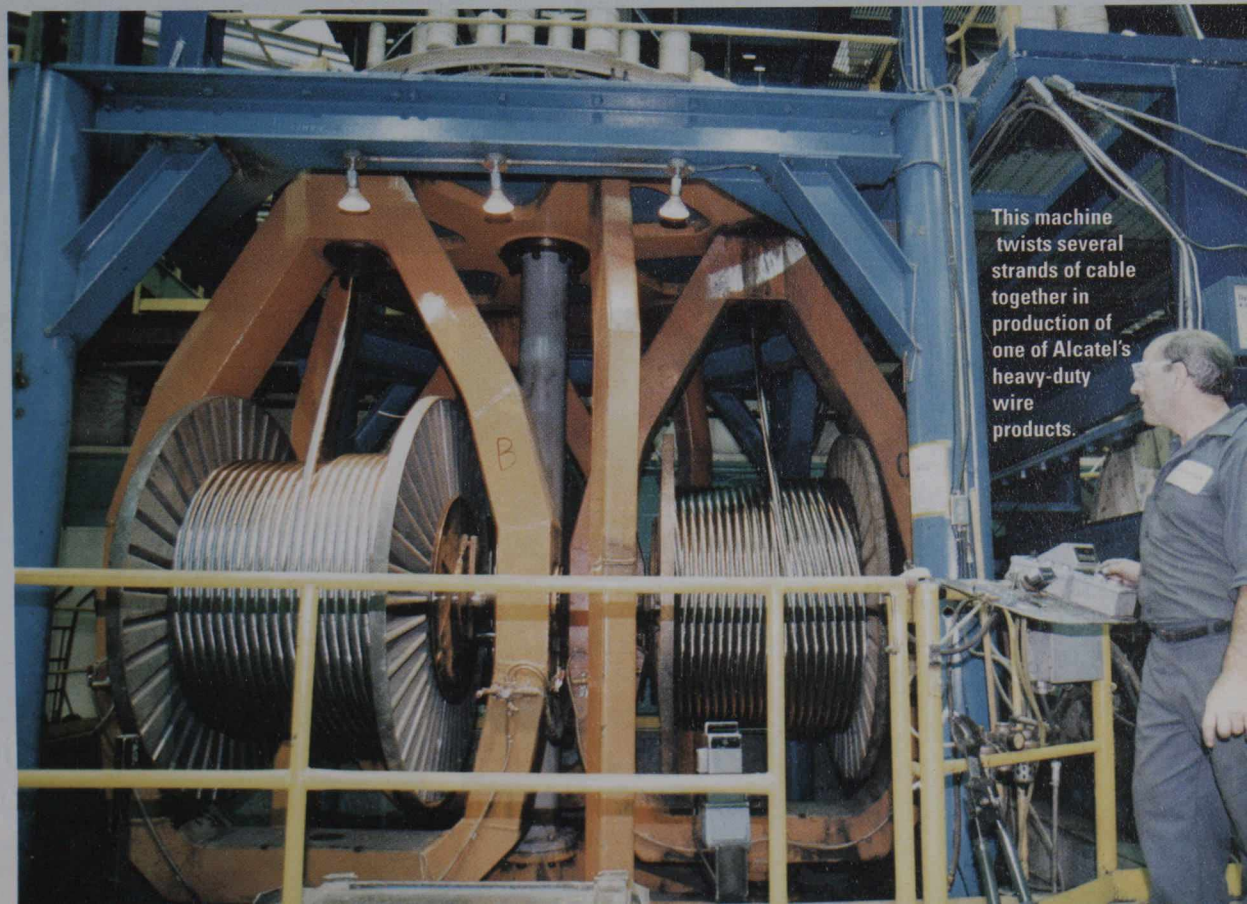
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cable. Its product lines include data communications cables, magnet wire and cable

United States. It markets its products and services to some 69 countries.

ducer of power and telecommunications cable. ♦



This machine twists several strands of cable together in production of one of Alcatel's heavy-duty wire products.