

## Air Canada launches new cargo service to Brussels

Air Canada is beginning a new cargo service between Montreal's Mirabel Airport and Brussels in a bid to become a major player in the transatlantic air freight business.

The airline is using DC-8 aircraft for the Mirabel-Brussels service — which also includes a Toronto stop — to increase its North Atlantic volume during the high-demand weekend period. Increasing volume is crucial because there has been plenty of price-cutting on the North Atlantic run, which means Air Canada and its competitors are getting less profit on existing traffic.

"The new operation will establish Air Canada as one of the few carriers to renew its commitment to freighters at a time of sharp reductions in world-wide cargo capacity," said Bernard Gilles, Air Canada's vice-president for cargo.

Initially, Air Canada will operate two flights a weekend on the new service, gradually increasing to between six and eight flights a weekend by the end of the year.

Air Canada is taking over the Brussels operations vacated recently by Pan Am and can transport goods between the Brussels airport and most major European cities by truck within five or six hours. The carrier will continue freight service in the North American market and will maintain direct DC-8 freighter service to Zurich, Shannon and Prestwick, Scotland.

Passenger flights to Frankfurt, Dusseldorf, Glasgow, London, Paris and Zurich — and starting in late April, Munich and Geneva — will continue to carry cargo, but Air Canada hopes to channel most of its freight to the weekend Brussels flights.



Air Canada is using DC-8 aircraft for its new Toronto-Montreal-Brussels freight service.

## PM announces June Summit meeting

The Prime Minister has announced that, at the invitation of the Prime Minister of Britain, the next Summit meeting of heads of state or government of the seven major Western industrialized countries and the president of the Commission of the European Communities will be held in London on June 7, 8 and 9.

The London Summit will be the tenth such meeting of leaders of the major Western industrialized countries. The Summit group consists of Canada, the Federal Republic of Germany, France, Italy, Japan, Britain and the United States. The European Community has also been represented by the president of the European Council and by the president of the European Commission.

## First think-tank on disarmament

A research group of well-known Canadians has established a new agency to bring a Canadian perspective to the study of arms control and disarmament.

John Lamb, executive director of the Canadian Centre for Arms Control and Disarmament established January 25, said that while the group did not want to be "parochial", they wanted to inform Canadians and explore arms control issues.

The centre, the first "think-tank" devoted exclusively to disarmament, will sponsor research, develop fresh policy alternatives and keep Canadians informed of developments in international security through periodic public information campaigns.

"The directors and advisers of the centre, ranging across the political spectrum, are agreed on at least one point," Mr. Lamb said. "We believe there is a pressing need to encourage well-informed analysis and vigorous debate on arms limitation issues in Canada."

The centre has a three-year, \$375 000 grant from the Donner Canadian Foundation, a private charitable body. It will also seek funds from other foundations, corporations and government.

The board of directors includes former retired Admiral Robert Falls, former British Columbia Supreme Court Justice Thomas Berger, broadcaster Patrick Watson, former government disarmament adviser E.L.M. Burns, and other experts on disarmament from universities across the country.

## Latest sports equipment featured at ISPO 84 in Munich

The newest and best sports equipment produced by 31 Canadian companies will be on display at ISPO 84, the twentieth International Sports Equipment Fair to be held in Munich, West Germany from February 23 to 26.

During the 1970s, the Canadian sporting goods industry experienced a period of unprecedented growth as it responded both to the Canadian fitness boom and an increased amount of leisure time. During that decade, domestic sales of sporting goods rose by 400 per cent. By 1981, annual sales had reached \$500 million.

Though Canada's entry into the international sporting goods market is recent, the industry has made considerable impact. From 1970 to 1980, annual export sales rose from \$20 million to \$100 million, with a major emphasis on hockey equipment. In recent years, emphasis has

shifted to include a wide range of equipment, such as skates, ski equipment, home fitness and body-building equipment, sportswear, footwear and protective facial shields, mountain climbing and hiking equipment as well as a wide selection of hockey equipment.

Thirty-one Canadian companies will be displaying their latest lines of sports equipment at IPSO 84.

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