

additional foreign student fee. Other provinces, such as Nova Scotia and Manitoba, currently charge lower fees. In no case does the level of fees charged entirely meet the cost of providing the student with his education. It is estimated even in the Province of Ontario that perhaps only 50 per cent of the real costs are met by the fees charged, the remainder is subsidized by public funds.

There will continue to be considerable opportunity for ASEAN students to study in Canada as there are still a number of unfilled places at Canadian educational institutions. Although fees are likely to increase as they have done in most other countries where ASEAN students have pursued tertiary studies, Canada will continue to be a popular destination for students because of its high academic standards, relative ease of entry, and comparatively reasonable fee schedules.

Canadian Consultants Penetrate "ADB" Market

THE Asian Development Bank (ADB), which is based in Manila, is one of the region's principal development finance institutions. In 1981 it lent about US\$1.7 billion. More than half of this amount went to ASEAN.

The ADB focuses on agriculture and energy. Together, these sectors account for about 60 per cent of its lending. Other sectors include industry, non-fuel minerals, development banks, transport, communications, water supply, urban development, education and health.

The ADB finances many consulting contracts and Canadian companies have pursued this business aggressively. Consultants from Canada have recently won contracts for such projects as transmigration in Indonesia, highways in Thailand, training for power engineers in the Philippines, and rural development in Malaysia. Because of success in the face of fierce international competition, Canada has emerged as the bank's fourth largest supplier of consulting services.

Canadian equipment manufacturers are penetrating the "ADB" market for power generation, power transmission, pipelines, vocational training and mineral exploration equipment. Thailand's Mae Moh power plant is a good example of what they can achieve. In 1975, the ADB financed the first generating unit of a major coal-fired power plant in northern Thailand. Canadian subsidiaries of two large companies, Babcock and Wilcox Canada Limited and Combustion Engineering Superheater Limited, have won the boiler contracts for all seven units in the plant to date, amounting to \$123 million.

Canada's Campaign Boosts Trade with ASEAN

IT WAS announced in Ottawa recently that a campaign initiated by federal trade officials, and especially the Canadian trade post in Singapore, to increase exposure for Canadian industry resulted in 145 Canadian companies breaking into ASEAN and the rest of the Southeast Asian markets for the first time in 1981.

Many of the companies attribute their success to participation in trade shows at Singapore's World Trade Centre, where their products are exposed to some 50,000 trade visitors from the nearby ASEAN and further afield in Asia.

Canadian exhibitors included manufacturers of wood-working, educational, fisheries, aerospace, mining, communications, and data processing equipment, as well as hardware and industrial machinery.

As CANADA-ASEAN has reported, throughout 1982 Canadian companies have continued to exhibit in Singapore trade shows. During October Canadian industry is represented at both ENEX-ASIA '82, Southeast Asia's fourth International electrical and electronic engineering exhibition, and the Singapore International Fair. These exhibitions provide an opportunity for Canadian firms to meet with high-technology industrial counterparts from Singapore and ASEAN and to gauge the growth of the Asian market.

In addition, groups of Canadian businessmen intent on developing trade with ASEAN countries continue to travel the area. The current list of such missions includes a trading house mission conducted by the International Trade and Investment Branch of the Ontario government's Ministry of Industry and Trade in September. While in Singapore the representatives of the 10 participating companies visited potential joint-venture partners, representatives and agents, and customers. This successful mission resulted in immediate sales of Canadian products as well as the establishment of agency agreements.

Senior representatives of the Canadian Tobacco Board made up a mission organized by Ontario's Ministry of Agriculture in September to Malaysia and Singapore where they met with industry and trading houses involved in this sector.

The Government of British Columbia's Ministry of Industry and Small Business Development is conducting a high-technology offshore marine mission to Indonesia, Malaysia and Singapore in October–November. In recent years, companies on the west coast of Canada have developed a high degree of

capability in the design and production of oceanographic and hydrographic equipment used by the marine survey and maritime companies. The eight companies taking part in the mission are seeking to establish representational arrangements with ASEAN companies.

The Canadian Oilfield Manufacturers' Association mission which will also visit Indonesia, Malaysia and Singapore in November–December will provide briefings on the capabilities of its 100 members and especially on the export capabilities of 10 to 15 of those companies. This mission was organized as a follow-up to the recent Petroleum Industry Export Conference held in Canada's oil and gas capital, Calgary, Alberta, in June, and for the same purpose—to promote Canadian oil and gas equipment and services to the oil companies and drilling contractors of ASEAN and other Southeast Asian nations.

Alcan: Benefits for Canada and ASEAN

ALCAN Aluminum Limited, one of the world's leading aluminum companies and a leading Canadian multi-national, has been involved for some decades in the developing aluminum industry in ASEAN countries.

Aluminum consumption in these countries grew at significantly higher average rates during the 1970s than was experienced in the world's major industrialized countries. For example, during the past decade, aluminum consumption grew at a compound annual rate of 22 per cent in Indonesia, by 20 per cent in Malaysia and almost 14 per cent in Thailand. This compares with a growth in total free world aluminum consumption over the same period of slightly more than four per cent per annum.

Foresight in the Fifties

Recognizing this dramatic potential for growth, Alcan entered the ASEAN area in the middle 1950s by developing the Malaysian bauxite operations. They are managed by Johore Mining and Stevedoring Company Sdn. Berhad, in which Alcan has a 52 per cent interest, and produce 590,000 tonnes annually, chiefly for export markets such as Japan. Bauxite is the ore used in producing aluminum. Some four to five tonnes of bauxite are required to produce approximately two tonnes of alumina (or aluminum oxide) which yield one tonne of metal. The Malaysian bauxite operations are an important link in Alcan's chain of bauxite sources, which include Brazil, Jamaica, Guinea, India and Australia.