

Hi-tech firm beats the competition for workstations

A new hi-tech firm from Ottawa has landed a \$5.5-million "milestone" contract in California's silicon valley.

Orcatech, an 18-month-old manufacturer of high resolution graphic computers for the computer-aided design (CAD) industry, will deliver 200 computer workstations to Cadtec Corporation of San Jose, California, over the next two years.

The CAD workstations used by scientists and engineers will form the basis of a Cadtec CAD engineering entry into the specialized market for VLSI, or very large scale integrated chip design.

The contract, which took five months of intense competition to land, will boost Orcatech's payroll to 75 specialists from the current 50.

Major breakthrough

Orcatech's 36-year-old president David Pearson said the deal, the largest single order in the firm's budding career, is a "major breakthrough" with "tremendous implications.

"First we beat 25 to 30 US firms, including a short list of a half dozen.

Secondly, we overcame a geographic handicap of thousands of miles when a number of competitors were parked just down the street from Cadtec.

"And," he added, "we've established a good 'reference' sale that will enhance our expertise in a very important market, both north and south of the border."

What confirmed the deal, Mr. Pearson said, is that Cadtec knew exactly what it wanted while Orcatech demonstrated an ability to work very closely with the firm to develop the new CAD product.

A private firm with majority ownership in the hands of three US venture capital companies, Cadtec was founded by former Intel and IBM executives who have carved a niche in the trend to increasingly complex silicon chips with one million components or more. With the cost of designing and producing a chip increasing exponentially, the application of CAD technology brings costs down significantly.

Orcatech's CAD workstations will be outfitted with Cadtec software and sold to large US chip designers such as Motorola, Intel and, perhaps, to Mitel in Kanata, Ontario.



Cadtec Corporation of San Jose, California has signed a \$5.5-million agreement with Orcatech Incorporated of Ottawa to supply specialized graphic computer workstations for the design of complex VLSI microcircuits. David Pearson (standing), Orcatech's president points out the screen resolution of the Orcatech graphic computer to Stephen Schopbach, marketing vice-president for Cadtec.

Exports to Europe promoted

The Department of External Affairs and the Canadian Manufacturers Association presented a series of workshops and seminars across Canada aimed at increasing exports to western Europe.

Twenty-four Canadian trade commissioners serving in western Europe brought their expertise to the Canadian export community through the series held January 27 to February 4. They met with businessmen to discuss specific opportunities or to assist companies in developing export strategies.

The seminars and workshops were held in St. John's, Moncton, Halifax, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver.

Western Europe is now Canada's second largest foreign market after the United States. Since 1978, Canadian sales have doubled, reaching \$10 billion, and have continued to be characterized by the increasing importance of end products and processed materials. At the same time, western Europe has grown in importance to Canada as a source of investment and technology and as an intermediary for sales into other markets. These developments have been facilitated by a number of agreements with the European Community, governments of individual countries and at the private sector level. Notwithstanding these developments, it is believed that commercial ties with Europe have ample scope for further expansion.

Agriculture manpower agreement

The federal government has concluded a human resources planning agreement with the Agricultural Institute of Canada (AIC).

The agreement is designed to enhance co-operation and consultation between the government and the professional agricultural community. The institute represents eight provincial institutes of agronomists and nine scientific societies totalling more than 5 000 members.

Under the terms of the agreement, which is the first of its kind with the agricultural professions, the Canada Employment and Immigration Commission (CEIC) and the AIC will co-operate in promoting interest among Canadian youth, women, natives and disabled persons in careers in agriculture.