

Canada Export

LATEST ISSUE
DERNIER
NUMERO



External Affairs
Canada

Affaires extérieures
Canada

VOL. 5, NO. 9

MAY 6, 1987

Where to brush up your export skills

See pages 3-4



Program to reward exporters

The 1987 Canada Export Award Program has been officially launched by Minister for International Trade Pat Carney.

In launching the program, Minister Carney said that, since 1983 the award has been presented to 53 Canadian companies who successfully exported their products outside

our borders.

"Canadian exporters have become world-class competitors and our Export Award winners," said Carney, "are not afraid of the future — they are ready for the challenge of the 21st century."

Turn to page 6 — Export

Satellite firm gets global reception

Attempting to tap the estimated 100 million European home TV market, Norsat International Inc. of Surrey, B.C., a leading manufacturer of satellite receiving equipment, has signed an agreement with Vista (Satellite) Ltd., London, England, for the exclusive European distributorship of its "Seventh Generation" range of receiving equipment. At Canada House on London's Trafalgar Square for the March 10 signing of the contract are (left to right) Executive Vice-President of Norsat, Gordon Skene; Canada's High Commissioner to the UK, Roy McMurtry; Member of Parliament Tim Brinton; and Managing Director of Vista, Bob Denton. The British firm is the sole vendor for all in-room TV entertainment in Marriot Hotels for its prop-



erties in Europe, the Middle East and Africa — initially worth more than \$2 million. Norsat has a market share of 10 per cent in the United States and 25 per cent of its home market in Canada.

Royal TradeLink opens up exports

A new service introduced by the Royal Bank of Canada now enables Canadian companies to keep tabs on up to 60 new export opportunities per day from 100 countries.

For \$395, say spokesmen, companies can subscribe to gain access to the flow of information provided by what is called the TradeLink service. Messages containing information on trade opportunities are provided to subscribers either by telex or mail.

Under the service network, which is particularly strong in Europe and which has been in existence for 10 years, companies have a variety of options.

They may pre-select exports or imports, direct product match (to identify end-buyers) or indirect match (to identify agency inquiries), joint venture manufacturing and marketing, and technology transfer.

Opportunities, say network spokesmen, are developed during personal interviews with companies by TradeLink personnel.

It is the hope of the Bank, say its spokesmen, that subscribers to the service will call on The Royal's International Centres for any financial services they may require from business resulting from the use of TradeLink.

Further information on the service is available from Trade Finance Managers at any of The Royal Bank's International Centres across Canada. ★

Canadian trees take root in Korea

Planting trees on Arbor Day is a tradition in Korea. This year that tradition incorporates a first — the trees will be from Canada.

That's because — in what is also a first — Downham Nursery Inc. of Strathroy, Ont. recently sold more than 600 trees to the Yong

In Farm Affairs Division of Samsung Company Ltd., Korea's largest corporation.

Downham is converting the relatively unproductive land in the mountains of Korea into farmland and orchards. The project includes reforestation of 1,200 hectares, fish breeding, a management training centre, a 50 hectare amusement park, and a botanical garden.

The Downham Nursery trees, shipped "bare root" in a climate-controlled air container, are for reforestation in Korea to determine their climatic suitability and to develop the botanical garden.

In what is its first sale to the Far East, Downham Nursery is confident the trees will have taken firm root by Arbor Day.

One of Canada's largest wholesale producers of nursery stock, Downham Nursery till now has sold most of its products to the retail portion of the industry in eastern Canada and the United States.

Information on exporting trees or other agricultural products to Korea is available from Marion Wilson of External Affairs' Agri-

Policy benefits business

How the government's Industrial Benefits (IB) policy and its implementation can lead to new export opportunities for Canadian companies is one of the topics to be discussed at a meeting of the Canadian Industrial Benefits Association (CIBA), scheduled for May 13 at the National Arts Centre, Ottawa. Cost of the 8:00 a.m.-4:00 p.m. meeting, panel discussion and training session, including lunch and training material, is \$20 for government personnel; \$30 for others. Prepayment closing date is May 11, though late registration will be accepted. Cheques should be made payable to the Canadian Industrial Benefits Association. For complete details contact Terri Conroy. Tel: (613) 236-2358. ★

INSIDE:

- A new resource book for exporters offers market intelligence on how to increase sales abroad 6
- Check out Marketplace for sales leads around the world 2
- Here's a show to penetrate the lucrative Florida defence market 5
- A McMaster seminar is designed to get you started in China 5



Turn to page 6 — Sales