

International

Experiencing Canada in Canada and via a new Edinburgh course
Edinburgh University students will have a chance to take part in undergraduate classes in Canada during the academic year 1984-85. The University's Centre for Canadian Studies will take a party across the Atlantic in the Easter vacation – when Canadian universities are still in termtime.

Called 'Experience Canada', the programme will give Edinburgh students a first-hand introduction to the country they are studying. The three-week tour is expected to take in two Canadian campuses. 'Experience Canada' has been made possible by a \$9000 (£5500) gift from Canada's largest telecommunications company, Northern Telecom. The Canadian high-technology giant has pledged to renew the grant for the two following years.

The Director of the Centre for Canadian Studies, Dr Ged Martin, hopes to take at least ten students across the Atlantic – more if additional sponsors can be found. 'They will be selected on the basis of their work in Canadian Studies courses,' Dr Martin explained.

'Those who go to Canada will be expected to share their insights in tutorial discussion with other students.'

Edinburgh is Britain's only University to teach Canadian Studies as a major part of a degree programme and the Canadian Studies course has recently been re-designed to emphasise its multidisciplinary character. 'Experience Canada' adds a new dimension to Edinburgh's national lead in this field.

The sponsorship of 'Experience Canada' is not Northern Telecom's first gesture of support for the Edinburgh Centre. In June, Senior Vice-President, Roy T. Cottier, presented a cheque for \$60 000 in support of the first British-Canadian direct satellite seminar, 'Technology, Innovation and Social Change', held on 26 and 27 October.



Photo: Keystone

Lord Burke Trend (L.), Canadian High Commissioner Don Jamieson and Sir Peter Gadsden (R).

Canada makes donation to Commonwealth Society

Canadian High Commissioner, the Hon. Don Jamieson, presented a \$50 000 cheque on November 16 to the Royal Commonwealth Society. It was Canada's response to an appeal made late last year to the heads of Commonwealth governments by Lord Burke Trend, the Society President. The Canadian donation was one of the largest to be received and will be used to further enhance Canada's close relations with the Commonwealth. Among RCS guests attending the presentation at Canada House were Lord Burke Trend, Sir Peter Gadsden, Chairman of the Society and Sir Michael Scott, Secretary General.

Aid for protection of world environment

Canada will make an initial contribution of \$200 000 to the World Commission on Environment and Development, it was announced recently.

Set up by the United Nations 38th General Assembly, the World Commission on Environment and Development will recommend an agenda for action to protect or enhance the environment, and to increase international environmental awareness and co-operation. The issues addressed by the Commission concern both developed and developing countries, and include acid rain, the management of toxic wastes, deforestation, and the expansion of deserts into previously fertile areas.

Canada is represented by Maurice Strong.

In addition to Canada's contribution, funding will come from the voluntary contributions of other governments, and from private sources.

Trade

Instant market data for trade-fair buyers

Prospective buyers visiting Canadian exhibits at international trade fairs can now obtain up-to-the-minute detailed information on all aspects of the relevant Canadian industry, including essential details about a specific company, at the touch of a selector button.

The new computer terminal installed at national exhibits gives exporters a significant advantage in the quest for new markets.

The terminal, developed by Avcor Info Display Systems of Toronto (a division of Southam Communications Ltd), integrates microcomputer technology with Telidon, the world's most advanced videotex information retrieval system. Each unit consists of a full colour video display, a standard computer keyboard, a high-quality printer and an electronic link to a Telidon terminal.

The interested buyer accesses the stored data through the keyboard, and information flashes on the screen in up to five languages. By pressing another button, the buyer receives instant high-quality print-outs of the text on the screen.

If additional details about a product or source are required, the computer retrieves the information through the Telidon link and prints out the data in letter format minutes later.

Expo 86 pavilion to open next year

A 15-storey-high sphere built over the waters of False Creek in Vancouver will open to the public a full year before Expo 86 opens its gates. The pavilion will give people a glimpse of what's to come at Expo, and just what the transportation and communications theme means.

While the \$20-million 'omni-sphere' contains many shows and exhibit areas, the big draw will be the Omnimax Theatre.

Omnimax is a Canadian motion picture system that uses the largest photographic format ever employed to create an image which is nine times larger than the

35-millimetre commercial movie film.

The Expo 86 Omnimax Theatre, developed by Imax Systems Corporation in Toronto, will be the first in Canada, and the largest screen in the world.

'People will feel they are actually in the picture,' says creative director Ron Woodall. 'They'll find out what it feels like to chatter across a lake in a high speed racing iceboat or roar into a tunnel at the front of a French TGV train at 400 kilometres per hour.'

Omnimax is also the only projector in the world capable of projecting a high-fidelity, full peripheral vision motion picture image on this scale.

Imax has hired award-winning film-maker Michel Brault to direct the Expo Omnimax film, *A Freedom to Move*. Seventeen weeks of shooting are scheduled for locations around the world, from the Arctic to Africa.

Business

New business journal rates Canadian firms

Report on Business 1000, an annual magazine that assesses the performance of Canadian companies, made its debut recently.

The 240-page magazine serves as an authoritative reference for managers and investors, and as an introduction to evaluating corporate performance for newcomers to business analysis.

Articles by business writers highlight sectoral trends, and profile some of Canada's most successful companies and the people who run them.

The comprehensive statistical report on corporate Canada is based on data from the more than 2000 companies listed on Canadian stock exchanges.

Financial statistics, primarily from income statements and balance sheets covering the past five years, have been fed into the data base by financial analysts in the ROB Business Information Service. The service was formed two years ago to establish the data base and enhance the quality of information in the daily report on business carried in *The Globe and Mail*.