

been aided by the exchange rate making Canadian exports more competitive in foreign markets.

Aside from skates, other footwear exported at present is primarily specialty footwear, much of it oriented to winter recreational activities or to the work-safety field where Canadian manufacturers have earned a reputation with foreign buyers for quality and design excellence. Market areas have been mainly in the United States, western Europe and Scandinavia where Canadian products have comparative advantages mainly due to similar climatic conditions.

Products most suitable for export potential are those where Canadian producers have established a quality image as well as design expertise, such as women's winter fashion boots, conventional and moulded ice-skates, moulded boots for roller skates, winter recreational and cold



The Canadian footwear industry is well-known for its lines of traditional "fashion" footwear for ladies, men and children. Faced by frigid winters in the country, Canadians have gained special expertise in the production of boots and shoes for winter wear and are suppliers for these lines to buyers in many parts of the world.

weather boots and work-safety boots.

Pooled resources

There is a trend in the footwear industry towards pooling of resources for better efficiency and this move is expected to improve export marketing activity and resources. As a result there are definite opportunities now available for smaller companies with specialized or high fashion content footwear. Because of similarities between the two nations and the short distance to markets, the United States will probably remain the major export market for Canadian footwear.

There are certain characteristics of Canadian footwear that make it attractive to foreign markets: the international recognition of Canadian leadership and quality in such items as hockey boots; a difference in product style than is commonly offered by European suppliers; the ruggedness of certain footwear associated with the severe Canadian climate; and special purpose type of footwear for which Canada is noted.

Fair participants

Eighteen Canadian sporting goods and sportswear companies will display their wares at an exhibition which will take place in Las Vegas, Nevada, March 11-16.

The Snow Show in Las Vegas will provide a number of Canadian firms to exhibit their quality products.

Stan Loudon Products Limited of

Toronto is one such firm. The US Coast Guard recently gave its official approval to a remarkable new flotation harness produced by the company that increases both the safety and pleasure of windsurfing.

In addition, Kaufman Footwear of Kitchener, Ontario developed Sorel, a cold weather boot that passed the most rigid test ever devised — keeping feet toast-warm during the historic Plaisted Expedition to the North Pole where the temperature remains at an intolerably frigid minus 63 degrees Fahrenheit. Don Powellek, the expedition's deputy leader, reported: "At minus 63 degrees we were quite comfortable."

Kalpikian Knitting Mills Incorporated, Vancouver, British Columbia was the first Canadian sweater manufacturer to make exporting inroads to Japan and Belgium. Their now-famous "Brown Bison" collection of superior wool products will be shown at the fair.

And thanks to Inuvik Parka Enterprise, Inuvik, Northwest Territories, the crowned heads of Europe and the President of the United States have something uniquely Canadian in common. They have beautiful, hand-crafted Inuvik parkas designed and produced by native Inuits. President Reagan, Prince Charles and the royal families of the Scandinavian countries all possess the unique Inuvik parka.



Princess Anne's entourage bought 15 Yukon parkas during their Yukon visit last June and the Queen is also reported to wear one sometimes. Actually two coats, the parka has a pure wool duffel interior with a wind and shower-proof outer shell.

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