

Canadian high-tech right on target

Paris — Canada's first participation in one of Europe's top civil and military security equipment shows turned out to be a big success here last month.

And although some reports have still to come in, preliminary figures indicate that Canadian participants at the 3rd International Exhibition of Police, Civil and Military Security Equipment (MILIPOL 86) expect to make over \$6 million worth of sales during the next 12 months on top of the \$3 million on-site sales.

Held at Le Bourget airport near Paris, the show featured not only a vast array of equipment such as electronics — detection, monitoring and identification — engineering, weapons and ammunitions, but other categories of products, from textiles and accessories to uniforms, first aid and medical supplies.

One Canadian company in particular, specializing in uniforms, came away highly pleased with show results.

The inventor of a unique outer wear — a police multi-season garment that makes a perfect fit with or without its inner lining — Evin Industries Ltd. of Montreal has already scored major successes in the U.S. where the New York City police force has adopted Evin's versatile suit.

Having recently appointed licensees in Australia and New Zealand — for both countries' state police forces — Evin now plans to capitalize on the West European market where the company already holds patents in every major country.

Talking underwater can be profitable

Athens — Participation in DEFENDORY International 86 held recently in the Greek capital has given rise to several Canadian success stories, including the one told by a small Delta, B.C. company.

Orcatron Manufacturing Ltd. was one of 12 Canadian companies exhibiting their highly specialized products at what is now considered one of the leading International Defence Exhibitions in the world.

But although considered small by any standard — currently six employees — Orcatron made such a strong and lasting impression on the international defence equipment scene that it has still not quite got over the 'shock' of its rise to fame.

Manufacturer and designer of a revolutionary electro-acoustic wireless underwater communication system, Orcatron can almost



Orcatron's scubaphone is being put to the test.

The show in particular offered Evin representatives an ideal place to meet many prospective licensees — from Finland all the way to Spain and from the U.K. to Greece — highly interested in the innovative garment.

With an agreement close at hand for all of West Germany, Evin has already started selling the product in Belgium.

Another Canadian organization making a strong showing at MILIPOL 86 was the National Research Council (NRC), there to promote — on behalf of some 80 Canadian companies — Canadian technology opportunities in support of law enforcement and security.

NRC's presence at the show was primarily designed to look for Canadian joint venture opportunities abroad and attract new technology into Canada for companies interested in licensing agreements for safety and security products.

In addition to making over 100 contacts with interested international companies, NRC officials also held fruitful discussions — some could lead to increased co-operation in new product design — with the 14 Canadian exhibitors at the show.

Companies interested in finding out more about research and development related to safety and security products or interacting with companies with similar needs should contact John G. Arnold, Head, Public Safety Project Office, NRC in Ottawa, tel: (613) 993-3737.

For more information on similar shows in Europe, contact Michael Wondergem at Ex-

be called an instant success, by sporting sales figures — as a result of participation in DEFENDORY 86 — of \$700,000 for the next 12 months, and over \$2 million for each of the following two years.

In fact, after being put through competitive trials by several foreign navies and police forces, Orcatron's invention has unquestionably been declared the finest in the world for its clarity and range.

Orcatron's presence at the show further helped to establish it on world markets following contacts made with agents and distributors interested in representing the innovative product in over 20 countries, including Belgium, Colombia, India, China, Peru, Saudi Arabia and Taiwan.

In addition, appointments for field trials of the 'wireless' were made, at the show, for France, Greece and Yugoslavia.

And Orcatron continues to be a shining success as further derivations of its technology for both voice communication and telemetry are currently under development that is expected to lead to plant expansion and the creation of an additional 25 jobs.

For more information on similar shows or trade opportunities in Europe, contact Lewis Ford at External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 992-7001; or the Defence Program Bureau, tel: (613) 996-1829; or call Info Export. ★



DRIE Minister Michel Côté gets a few pointers from Richard Evin, President of Evin Industries of Montreal, at MILIPOL 86. Looking on is G.M. Vasquez, Commercial Counsellor at the Canadian Embassy in Paris.

ternal Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or call Info Export. ★

Getting in high gear for spring

Leipzig — Although spring has not quite sprung yet, Canadian exporters are already being urged to consider attending that season's best known show.

Billed as the largest and oldest industrial trade fair in the world, the Leipzig Spring Fair will be held in this German Democratic Republic city March 15-21.

Attracting over 9,000 exhibitors from around the world — including some highly successful Canadian companies — and visitors from more than 100 countries, the show is considered a forum for East-West trade.

And, according to trade officials, the event provides an unparalleled opportunity to make contact with all major East European industrial buyers.

The theme of next year's show is "agriculture products and processing techniques" — focusing attention on agricultural machinery as well as food processing and packaging machinery.

In addition, the fair will display more than 40 product groups including metallurgy, machine tools, building machinery and materials, laboratory equipment, electrical engineering and automation equipment.

Canadian exporters wishing to make business contacts at the show — several Canadian companies have already booked space — can make use of a spacious External Affairs information booth to be set up at the event.

For more information on the show or details on how to participate, contact Michael Wondergem at External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or Mitch Vlad, USSR and Eastern Europe Trade Promotion Division (RBT), tel: (613) 998-7107; or simply call Info Export.

To arrange for business appointments at the show, contact in advance the Commercial Division of the Canadian Embassy in Warsaw. Telex: 81-3424. Answerback 813424 CAA PL.