

Automotive industry promoted in Latin America

New initiatives in the campaign to promote Canadian automotive aftermarket parts and accessories in Latin America, including greater participation in trade fairs and missions and providing more information, have been announced by Minister of Trade Ed Lumley.

The campaign, which includes extensive market studies of several Latin American countries, aims to demonstrate Canada's capability as a source nation for the automotive aftermarket parts and accessories industry.

Canada made an initial probe of the Latin American market in February with participation at the third International Motor Show in Lima, Peru.

Favourable reaction in Peru

The exhibit provided market exposure to a select group of Canadian manufacturers representing a cross-section of the industry and helped establish a Canadian presence in the promising Latin American market. All the exhibitors reported highly

favourable reception to their products, prices and, in particular, to the Canadian image.

Similar marketing activities are planned for 1982-83 fiscal year in Mexico, Venezuela, Colombia and other Latin American countries.

A special mission which will be a back-to-back program in two phases to cover most Latin American countries is also being set up. In this campaign, some eight to ten Canadian manufacturers will travel to three or four countries over a two-week period to interview and appoint local representatives.

In order to increase information available in Latin America on the industry, two publications were prepared by the Department of Industry, Trade and Commerce and Regional Economic Expansion following studies of the Canadian industry. The publications, *Export Information, Latin American Automotive Aftermarket* and *Automotive Parts from Canada*, reflect the growing importance

of the Latin American market to Canada, said Mr. Lumley.

Automotive Parts from Canada is a catalogue of more than 700 Canadian suppliers of aftermarket parts and accessories. An important feature of the publication is a table indicating each company's willingness and ability to export its products to a number of markets, and the listing of about 450 companies interested in exporting to Latin America.

Export Information, Latin American Automotive Aftermarket is designed to give prospective Canadian exporters general information on the Latin American market.

Pope beatifies Canadians

Five religious personalities, including two Canadians, were beatified recently by Pope John Paul II in a ceremony at St. Peter's Square in Rome.

The two Canadians, both from Quebec, were Brother André Bessette and Sister Marie Durocher. In beatifying them the Roman Catholic Church has given permission that their names can be invoked and they can be prayed to in particular churches and their birthdays will be celebrated according to Catholic rite. The ceremony performed by the Pope is the last step before sainthood is pronounced.

Brother André was born, one of ten children, in St. Gregoire d'Iberville, Quebec in 1845. At 25 he entered the religious life and subsequently joined Notre Dame College in Montreal. In 1909 he assumed the position of curator of St. Joseph's Oratory near Montreal and held the office until his death at the age of 91 in 1936. Brother André has been called a "man of miracles" and St. Joseph's oratory contains hundreds of crutches and canes left by those who said they had been cured by him.

Mother Marie Rose, who established Canada's first Marian teaching institute for young people was also named as blessed. Born Eulalie Durocher, she founded the Sisters of the Holy Names of Jesus and Mary at Longueuil in 1844 and was the institute's first mother superior. The order now counts 3 000 nuns in six countries. Mother Marie Rose died in 1849 at the age of 38.

It is estimated that 5 000 Canadians attended the beatification ceremony in Rome, including federal Minister of Energy Marc Lalonde, Quebec Education Minister Camille Laurin and Montreal Mayor Jean Drapeau.

Order of Canada awarded

Sixty-five Canadians were recently presented with the Order of Canada by Governor General Edward Schreyer in a ceremony held at Government House.

Awarded Companions, the highest degree of the Order, were painter Alex Colville of Wolfville, Nova Scotia; cardiologist Paul David, who was, last year, named Montrealer of the Year; Vancouver architect Arthur Erickson; and Antoine Maillet, prize-winning author from Buctouche, New Brunswick.

Other recipients of the Order included:
— Charles Bronfman of Montreal, deputy chairman of Seagram Company Limited and Chairman of the Montreal Expos Baseball Club;

— Jean de Grandpré, chairman and chief executive of Bell Canada;

— Norman Jewison, who was born in Toronto but whose work in Hollywood as producer of *Fiddler on the Roof* in 1970 and *Jesus Christ Superstar* in 1972, as well as a variety of films and television programs, has brought him international recognition;

— Bobby Clarke, a native of Flin Flon, Manitoba and a diabetic who was told as a youth he would go blind if he continued to skate, but went on to star in the National Hockey League;



Governor General Edward Schreyer presents Antoinine Maillet with the Companion of the Order of Canada.

— C.E. Ritchie, president and chief executive officer of the Bank of Nova Scotia; and

— classical guitarist Liona Boyd, who was born in London, Ontario and raised in Toronto.

The three levels of the Order, created in 1967 to recognize outstanding Canadian achievements and service, are Companion Officer and Member.

Michel Lafleur, Le Droit