

Alberta Minister Makes Market Push In Malaysia And Brunei



Alberta Minister of International Trade Horst Schmid in Kuala Lumpur.

The Province of Alberta is continuing its overseas marketing push with the February visit of Minister of International Trade Horst A. Schmid to Malaysia and Brunei. Accompanied by eight Canadian business representatives, Minister Schmid's visit was a productive follow-up effort to the Federal Minister for International

Trade, Minister Kelleher's visit the week before. Highlights of the visit were calls on Minister of Trade and Industry Tengku Razaleigh and Minister of Science, Technology and Environment Datuk Stephen Yong; and the signing of a joint venture agreement between Albert's ALPAC and Wescan Sdn. Bhd. of Malaysia.

This joint venture involves the testing and marketing of ALPAC's Aquapure water treatment systems in Malaysia. The long term goal is to introduce manufacturing capabilities to the joint venture and to market the system in other ASEAN countries. The system is a skid mounted physical and chemical water treatment system designed for treating wastes from residential, resort, plantation and industrial users. Its advantage is its compactness over organic treatment systems and ability to produce sterile water. Initial applications will focus on treating effluents from Malaysia's numerous palm oil mills.

This trip was also Alberta's first Ministerial visit to Brunei. Minister Schmid struck a responsive chord with Bruneians during his calls by stressing the similar problems faced by the Alberta and Brunei economies in their overwhelming dependence on the oil and gas sector. In discussing Brunei's new five year plan he had useful discussions on his province's experience in diversifying its economy away from oil with the objective of establishing joint venture activities between Alberta and Brunei in sectors such as Agriculture and Livestock industry, forestry or the manufacturing industry.

SINGAPORE

Canada At Oil Show

As in previous years, Canada was present in strength at the 6th Offshore South East Asia Exhibition in January. In addition to the Canada booth, Ontario and Alberta participated, and exhibiting with Alberta were 12 companies from the province. All companies were pleased with the show and reported that a higher proportion of the attendees were businessmen and executives.

The Canadian companies present were representative of the sophisticated industry which has evolved in the oil and gas sector, where Canadian expertise is unparalleled. With a continental shelf approaching 4 million sq. kilometres and extreme climatic conditions, Canadian companies have led the way in developing and providing equipment and techniques capable of operating anywhere in the world.

In order to market successfully in the ASEAN area, Canadian companies generally require some on-the-ground presence, and while most of the participants at the show are represented locally, some have elected to have subsidiary operations in Singapore. Companies in this category are Caproco Corrosion Prevention Ltd., NOWSCO Well Service Ltd., and McElhanney Surveys Pte. Ltd. These companies find that Singapore is a good base of operations from which to cover the ASEAN market.

Canadian Brass Performance To Be Star Attraction At 1986 Arts Festivals



Internationally known Canadian Brass will perform June 9-11 as Singapore's biennial Festival of the Arts.