

## Canadian Manufacturers Visit Singapore, Malaysia and Thailand

Under the sponsorship of CIDA, 15 prominent Canadian manufacturing companies, representing a broad spectrum of Canadian industrial activity, visited Singapore, Malaysia and Thailand in November 1988. The mission was organized by the Canadian Manufacturers Association (CMA). This visit marked the fourth consecutive year that this event has taken place.

The objective of the CMA mission was to explore opportunities for industrial cooperation with and technology transfer to the three host countries. The delegation was led by Mr David Brothers, Group Director for LeBlanc International.

The companies selected for participation were prominent suppliers of equipment to the telecommunications, forestry, mining, power, health care, agro-industry, and oil and gas sectors. The range of companies was intended to reflect the region's specific priorities for economic growth, while drawing upon the broad base of industrial excellence available from Canada in these sectors.

While in Singapore, the CMA signed a memorandum of understanding with its counterpart organization, the Singapore Manufacturers Association. Making good use of the timing of the mission, LeBlanc International officially opened a joint-venture manufacturing plant in Singapore. The local



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operation, Jennis and LeBlanc Communications Asia Pte Ltd, will manufacture communication towers for the South-East Asia and Middle East markets. Even prior to the official opening, \$600,000 worth of contracts had been signed with customers.

In Malaysia, the CMA signed a cooperation agreement with the Federation of Malaysian Manufacturers. The agreement will facilitate industrial cooperation between the two countries. Mission members found their visit to Malaysia to be particularly encouraging, and many indicated their intention to return to Malaysia for follow-up meetings on joint venture and trade opportunities identified during their stay.

During their stay in Bangkok, mission members were fully occupied with a series of meetings

*Mr David Brothers, leader of the CMA mission to South-East Asia, and Mr Ghazali Yusoff, Vice-president of the Federation of Malaysian Manufacturers, at the signing ceremony of the CMA-FMM cooperation agreement, November 7, 1988*

with public and private sector bodies arranged in cooperation with the Federation of Thai Industries.

The CMA is a national organization with a membership of 5,000 manufacturers, accounting for 80% of Canada's total manufactured goods. The association seeks to promote the development of mutually advantageous industrial cooperation between Canadian and overseas companies, and has a successful record in its close work with its counterpart bodies in South-East Asia.

## Alberta Minister Visits Thailand

The Honourable James Horsman, Alberta's Minister for Federal and Intergovernmental Affairs, visited Thailand January 17-21. During his visit he called on Commerce Minister Subin Pinkhayan for an exchange of views on the Multilateral Trade Negotiations and Cairns Group developments. He also visited Chulalongkorn University, where he presented a cheque of \$10,000 in support of the Canadian Studies Program. The photograph shows Chulalongkorn president Dr Charas Suwanwela accepting the cheque from Minister Horsman.

