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## Fitness firm seeks partners

Hydra Fitness Asia, the Singapore-based operations of a Canadian exercise equipment manufacturer, is seeking local partners or representatives to market its equipment in the other ASEAN countries.

Dr. Ray Manz, President of Hydra Fitness Industries, and his wife and business partner, Elaine, brought Hydra Fitness to Singapore in 1985.

manufacturing the American designed equipment since 1984 and has the exclusive marketing rights for Europe and Asia.

"In the past year, our equipment has enjoyed tremendous sales in Europe and very good results in Hong Kong and Singapore," commented Dr. Manz. "Now that Hydra Fitness is entrenched in Singapore, we are aiming to get things rolling in the other ASEAN countries."

For its part, Hydra Fitness will provide whatever knowledge and assistance the local representative requires regarding any aspect of health and fitness, the design and management of fitness centres, and the training of staff, as well as sales concepts based on research studies.

In Singapore to-date, Hydra Fitness has trained fitness instructors for clubs at the Pan Pacific and Marina Mandarin



The Hydra Fitness gym; a fully functional showroom.

"It took us a year to realise just how different the Asian market is," remarked Dr. Manz. "In that time we found out that trying to sell our equipment with just brochures and research reports would not work."

To overcome this problem, Dr. Manz set up the Hydra Fitness Centre at the Singapore Sheraton Towers, in early 1986, to act as an operational demonstration centre for the company's full line of exercise equipment which is based on the use of hydraulics rather than weights.

Hydra Fitness Industries has been

### Local reps

Recognising that market conditions vary in each of the countries, Dr. Manz has decided to look for local representation.

He is interested in individuals or companies with the financial resources to properly promote the equipment and set up an active showroom similar to the fitness centre in Singapore which, once established, will generate its own income from membership fees.

hotels and several condominiums. It also manages fitness centres at the Sheraton Towers and Singapore Island Country Club.

Good government contacts would be a plus for any local partner, adds Dr. Manz, as the big market for fitness equipment is the government sector not the private consumer.

The Canadian Air Force, Army and Navy all use Hydra Fitness equipment. "In fact, a Canadian fighter squadron did

(Continued on page 2.)