

International Confederation of Free Trade Unions, and the International Labour Organization.

Gerald Godsoe, a lawyer who specializes in administration and corporate law, was named executive director.

Mr. Macdonald stated that he expected one or two more nominations soon. The nine members represented a variety of political views, he said, and they came from every region of Canada. They are "men and women...who carry a commitment to Canada's future health as a nation".

The main goal of the commission, he said, was "to propose workable alternatives for Canadian economic achievement — in our people, and in our institutions — for the balance of the century".

Farm machinery for Sudan

Agricultural equipment will be supplied to Sudan as part of Canada's commitment to assist Sudan's agricultural sector and support the Sudanese government's efforts to overcome its balance-of-payment difficulties, Deputy Prime Minister and Secretary of State for External Affairs Allan J. MacEachen announced last month.

The \$3 million in grant funds for the purchase of the Canadian-made equipment is to be administered by the Canadian International Development Agency (CIDA).

Canada's intention to provide \$3 million in emergency balance-of-payments support to Sudan was announced in June 1982 and the latest announcement fulfils this pledge.

Sudan, the largest country in Africa is one of the least-developed nations. Its precarious economic situation has worsened in recent years owing to prolonged drought and an influx of destitute refugees.

In the past three years, Canada has provided Sudan with \$10.5 million in food aid. Current CIDA projects in Sudan support the transport sector and contribute to improving the agricultural and natural resources of the country. A \$12-million drylands project is designed to bring some 4 000 hectares of land into agricultural production, a \$14.4-million forestry program is assisting Sudan to develop good forestry resource management and a \$2.3-million grant from CIDA is helping improve vital road links in the underdeveloped southern part of the country.

Body building booming business for truck manufacturer



Fontaine is the largest beverage truck body manufacturer in the Northeast. When one considers that the Northeast includes part of the United States, the fortunate situation of Carrosserie Fontaine Limitée of Cowansville, Quebec becomes readily apparent.

A major Canadian specialist in manufacturing bodies for beer and soft-drink delivery trucks, with no less than 80 per cent of the domestic market, Fontaine Limitée of Cowansville, Quebec is also the principal manufacturer in this field in the northeastern United States. The firm has no serious rival within a radius of 450 kilometres of US centres such as Albany, Syracuse, Boston, Providence and New York.

Currently doing business worth about \$5 million annually, 15 per cent of it in the United States, Fontaine is depending on its favourable geographic situation to develop all aspects of its US market in the next five years. The firm's president and director general Mario Hallé believes that, by 1987, 50 per cent of Fontaine's business will be outside Canada.

Aluminum

Mario Hallé is counting on aluminum bodies and the firm's proximity to the US border to help Fontaine penetrate the large neighbouring market effectively and decisively.

Fontaine is increasingly putting the emphasis on manufacturing aluminum bodies because, in Canada, 60 per cent of the truck bodies it delivers, from Newfoundland to British Columbia, are already made of aluminum. Aluminum

will be the spearhead of Fontaine's penetration of the US market, because of its lightness (approximately 1 000 kilograms less on average than a steel body), and as a result of energy conservation standards and road safety provisions.

Fontaine has developed aluminum bodies with the assistance of the Departments of Industry, Trade and Commerce and Regional Economic Expansion.

As Mr. Hallé said, Fontaine began to penetrate the US market with steel bodies but had no great success. "Things are much better now," he said, "and our prospects are excellent." He adds that although an aluminum body is more expensive than steel, it lasts twice as long.

In full expansion

Fontaine is currently exporting at a rapid rate. Last year, Fontaine plants produced 500 beverage trucks, which represented a 50 per cent increase over those of the four preceding years.

Mario Hallé is very optimistic about his firm's prospects. Fontaine has large and modern plants and 25 years experience, and, as he points out, the firm has a favourable geographical location. Most clients can obtain spare parts in less than 48 hours.

(From Canada Commerce, September 1982.)