

CANADA AT ASIA TELECOM '89

Canada participated in Asia Telecom '89 (February 20-25, 1989) with one of the largest pavilions it has ever put together for an exhibition in Singapore. Seventeen leading Canadian telecommunications companies displayed their latest technology and products, and six companies attended as observers. On-site sales by the Canadian participants amounted to \$15 million.

The show was sponsored jointly by Telecoms Singapore and the International Telecommunications Union, and included 136 exhibitors from 29 countries. Over 22,000 trade visitors attended.

Canada has a long history of pioneering developments in telecommunications. The diversity of the world's second largest country, and the requirements of its many small remote settlements spread over a vast territory spanning six time zones, have fostered the development of a wide variety of expertise and equipment.

"We have a particular strength in telecommunications, and this was reflected in the strength of our participation in the show," noted Canadian High Commissioner Sean Brady. "Although not many people are aware of it, the telephone is a Canadian invention, the first long-distance call was made in Canada, and Canadians developed the first nation-wide domestic satellite communication system."

Canadian telecommunications companies are well-known in Singapore. For example, Northern Telecom is a major player in the local market, and Glenayre Electronics made it possible for the ubiquitous pagers to function even aboard the underground mass rapid transit system. Another company, Leblanc & Royle Telecom, has a manufacturing operation in Jurong producing sophisticated communications towers for use both in Singapore and overseas.

"Singapore is the communications hub for this region," remarked Denis Comeau, Commercial Counsellor at the Canadian High Commission. "With the emphasis Singapore is placing on being at the forefront of telecommunications technology, opportunities for Canadian companies to market their products both to Singaporeans and through Singapore to the region are excellent. This was amply demonstrated by the success of the Canadian participants at Asia Telecom."



1. From left: Secretary-General ITU Mr R.E. Butler, Singapore Minister of Communication and Information Dr Yeo Ning Hong and High Commissioner Sean Brady entering the Canadian National Pavilion to meet with Canadian exhibitors

2. High Commissioner Brady hosting a cocktail reception to 200 businessmen and government officials visiting the Canadian national stand the exhibitors



SECRETARIES' ASSOCIATION FEATURES CANADA

Counsellor Murray Oppertshauser of the Canadian Embassy's Immigration Program receives a token sketch of himself from President Mely Conchu of the Philippine Association of Secretaries. Mr Oppertshauser was guest speaker at the Association's general meeting marking its 31st year. His talk focussed on Canada's immigration policies and procedures.

