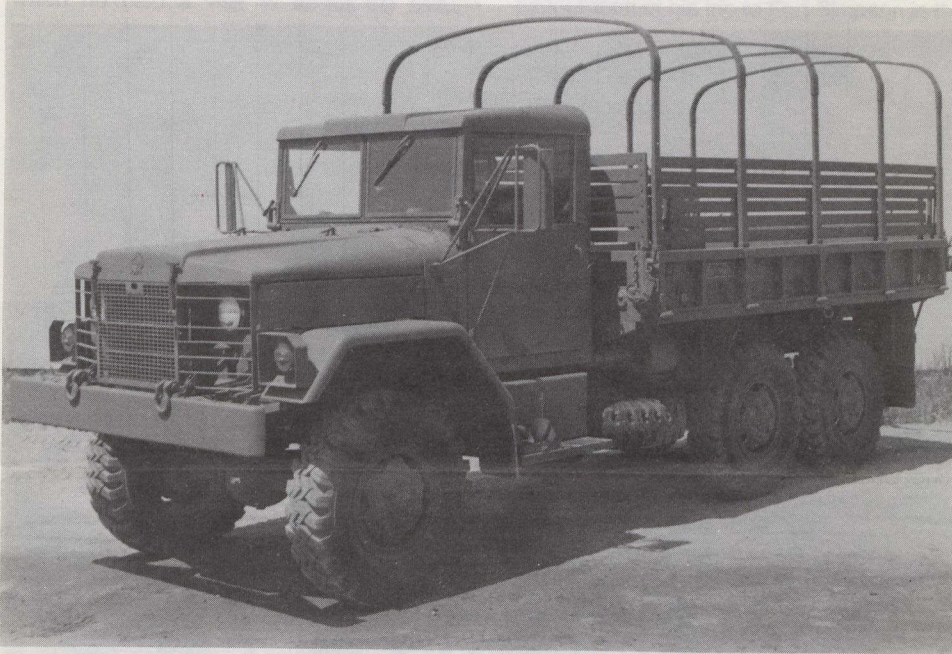


Defence-related industries at Defendory '84



One of the heavy-duty army trucks to be in the Bombardier display at Defendory '84.

Twenty-one of Canada's leading producers of defence-related equipment will take part in Defendory '84 International in Piraeus, Greece from October 16 to 20. Their participation is being sponsored by the Department of External Affairs.

The companies exhibiting at Defendory '84, will offer a wide variety of equip-

ment including flight boots, gas masks, mines, trucks and personnel carriers engineered for all terrain conditions, engine control systems and electronic warfare training simulators. Canadian industry is particularly known for its development of innovative and advanced transportation and communications equipment which will be well represented at

the fair. Other areas of expertise are in Canadian military operational experience.

While the products on display will not represent Canada's total production in defence-related industries, they will emphasize the range of capabilities offered by Canada in the field of export to the defence sector of world markets.

The Canadian companies that will display products and services at Defendory '84 include Acton Rubber Limited of Acton Vale, Quebec; Anachemia Canada Incorporated of Lachine, Quebec; Aoco Limited and Levy Auto Parts Company of Toronto, Ontario; Aviation Electric Limited of St. Laurent, Quebec; Barrday of Cambridge, Ontario; Boeing Canada Limited of Winnipeg, Manitoba; Bombardier Incorporated of Valcourt, Quebec; Canadian Arsenals Limited of Ville le Gardeur, Quebec; Canadian Marconi Company of Montreal, Quebec; DAF Indal Limited and Fathom Oceanology Limited of Mississauga, Ontario; Global Thermoelectric Power Systems Limited of Bassano, Alberta; Hand Chemical Industries of Milton, Ontario; Hewitt Equipment Limited of Pointe Claire, Quebec; R-Metrics Limited of Oakville, Ontario; Scrintrex Limited of Concord, Ontario; and Canadian Astronics Limited, Computing Devices Company, Canadian Commercial Corporation and Med-Eng Systems Incorporated of Ottawa, Ontario.

Canada Cooler, a light thirst-quencher

Canada Cooler, a citrus-flavoured drink made of white wine and mineral water, has proved to be a highly successful product for its bottler, Ridout Wines Limited of Mississauga, Ontario.

Ridout, a subsidiary of John Labatt Limited of London, Ontario, launched the flavoured spritzer-style beverage with a 4.5 per cent alcohol content in May this year. By July, the Liquor Control Board of Ontario had sold 200 000 litres of the product.

Commenting on Canada Cooler's success, Cam Emmons, Ridout's marketing director said "it's staggering — no one could have predicted it".

Competes with light beer

The product was introduced after research showed that fully one-half of Canadian consumers — mostly women — did not like the taste of beer, but knew of no satisfactory, alternative alcoholic thirst-quencher, according to Mr. Emmons. So although Canada Cooler is a wine-based beverage, it is in competition with light beer brands. It is

similarly bottled, and sold in six-packs.

Canada Cooler is currently available in every province but Quebec, where approval for its sale by the provincial liquor control authority is pending.

Industry sources indicate that the national market for cooler-type products — several are now in the stores — comprises about 7.4 per cent of the total domestic wine market. Sales of prepackaged, flavoured spritzers equal those of sparkling white wines with a 7 per cent alcohol content.

Among the other companies offering cooler-type drinks are Jordan and Ste-Michelle Cellars Limited of St. Catharines, Ontario with Coola Bianca, a citrus flavoured white spritzer with an alcohol content of 6 per cent; Andres Wines Limited of Winona, Ontario with Splitz, a flavoured white wine and mineral water beverage with 6 per cent alcohol content; and T.G. Bright and Company Limited of Niagara Falls, Ontario with Club Spritz, a red spritzer and Club Cooler, a citrus flavoured white spritzer, both with 5 per cent alcohol.

Canada to host ILO conference

The Twelfth Regional Conference of American States which are members of the International Labour Organization (ILO) will be held in Montreal in September 1985. Canada is one of the founding member of the ILO.

Regional conferences are held every four to five years to review selected aspects of ILO activities in the Organization's four regions of Asia, Africa, Europe and the Americas. The Americas Region includes Canada, the countries of Latin America and the Caribbean, and the United States.

The Canadian conference will focus on rural development, including the problems of indigenous populations, and labour relations. The conference will also discuss a report by the ILO director-general pertaining to general ILO-related developments in the Americas.

The Minister of Labour of the host country traditionally serves as president of the regional conference. In addition to ministers of labour and representatives from member American states, Canada's provincial ministers of labour will be invited to attend.