

Introduction

Canada, the third largest country in the world, is bordered by three great oceans, the Atlantic, the Pacific and the Arctic. It is a country of boating enthusiasts: canoeists, fishermen, sailors and recreational boaters can challenge and explore thousands of inland lakes and rivers and coastal waters.

Building and designing quality boats and accessories is a Canadian tradition. In the late 1960s and throughout the 1970s, Canadian boatbuilders established the standards used in present-day construction and production techniques. Leading the way in material development, they became the forerunners in production technology. In 1975, a unique tank testing procedure was developed which was first used on *Evergreen*, the celebrated winner of the Canada's Cup. This efficient and cost saving procedure was later adopted by other countries throughout the world. And, by the end of the last decade, Canadian yacht designers were on the leading edge of computer aided yacht design. Today, Canadian designers are known worldwide for their innovative and distinctive work.

More than 800 manufacturers are active in the pleasure craft sector producing a wide range of products for world markets. In 1987 total shipments of boats and marine accessories amounted to a record-breaking \$440 million. While the sailboat industry remains strong, the powerboat industry has had phenomenal growth in the past three years accounting for more than 60 per cent of the total revenue.

The Canadian boatbuilding and accessories industries have attracted sizable export markets which recognize Canadian manufacturers' as quality-conscious suppliers of first-rate products with an unequalled attention to construction details. Sales of exported products totalled \$81.5 million in 1987 and although North America is our primary market, goods are exported to many countries throughout Asia, Europe and Africa as well as Australia and New Zealand.

Canadian-manufactured products are innovative, versatile and economical: competitive prices and favourable exchange rates make our products tough competitors.

This directory describes 217 large and small Canadian companies that manufacture powerboats, sailboats and numerous boating accessories for the pleasure boating industry. They are listed in alphabetical order, with an index of companies by product and by trade name. As well, a list of Canadian marine industry associations has been included.

For Further Information:

To obtain additional information concerning the companies and products in this publication, you are encouraged to contact the company directly or contact the Canadian trade commissioner at the nearest Canadian embassy or consulate. You may also write to:

Pleasure Boats and Marine Accessories
U.S.A. Trade, Tourism and Investment Development
Bureau Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
Canada K1A 0G2

or

Marine Systems Division
Industry, Science and
Technology Canada
235 Queen Street
Ottawa, Ontario
Canada K1A 0H5

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United States Trade, Tourism and Investment Development Bureau
Department of External Affairs Canada

How to Use This Directory

The search for products, both boats and accessories, in the pleasure marine industry can often be a time-consuming task. To facilitate, this directory has been especially designed to allow the reader to identify potential suppliers. The directory has been indexed in three ways:

- 1. Company Profiles.** This section contains an alphabetical listing of all the companies profiled in this directory with relevant product and company information, as well as a brief summary.
- 2. Manufacturers' Products.** This section identifies all the product categories and lists those companies that manufacture products within each product category.
- 3. Manufacturers' Trade Names.** This section identifies all the companies by trade name.

NOTE:

This directory is designed to acquaint foreign buyers with Canadian manufacturers and exporters of pleasure boats and marine accessories. It is not intended to be a definitive listing, although every effort has been made to include most Canadian exporters. The product information was provided by respondents to questionnaires sent to all known companies in Canada engaged in the export of pleasure marine products.