

# Canada Weekly

Ottawa  
Canada

Volume 11, No. 10  
March 9, 1983

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## Canadian clothing featured in trade fairs in bid for exports

The Canadian clothing industry, which has achieved growing international recognition for fashion, quality, durability and workmanship during the past decade, has become an important contributor to Canada's success as an exporting nation.

The Canadian sporting goods and sportswear industries have experienced solid growth during the past decade, achieving substantial advances in production levels and export activity.

Furs, outerwear, active sportswear and children's clothing have established an outstanding reputation recognized by retailers and consumers alike in scores of cities in the United States, Western Europe, Japan and elsewhere.

The industry produces a broad range of clothing from the most basic goods to the very latest in fashion trends often similar to those found in Britain, the United States and western Europe. In addition, Canadian manufacturers show a great deal of flexibility in meeting the wide variations in demand found in a large country with such a small population. This experience with short runs of many styles and fabric treatments has helped the prospective Canadian exporter to market abroad.

The Canadian clothing industry is composed of about 2 000 establishments which in 1982 employed about 90 000 workers and produced apparel valued at \$4.2 billion. Production and employment take place mainly in major urban centres, Montreal, Toronto and Winnipeg. The balance is scattered from the eastern townships of Quebec through western Ontario, Saskatoon, Calgary, Edmonton to Vancouver.

### Export performance

In 1982 export sales of clothing and fur goods were roughly \$245 million. Of this amount \$112 million represented fur garment sales with the balance divided among a variety of men's, women's and children's clothing items. The United States is Canada's chief customer for



*Warmth, comfort, action — these are the ingredients built into Gemini Fashions of Canada Limited's wide range of outerwear products. Gemini's unique Sport Gem Collection consists of skiwear fashions for the discriminating tastes of boys and girls from 4 to 14.*

non-fur goods and western Europe is the largest foreign market for fur goods.

The Canadian tradition in furs is world-famous leading the way in fur fashions. Fur garments are principal export items with established markets in the US, western Europe and Japan. Canada has earned an excellent reputation for the high quality of workmanship, originality of designs and imaginative use of furs.

Similarly, Canadian cold weather and leather outerwear have gained international recognition for good-quality, well-designed and durable products.

Under the sponsorship of the Canadian Department of Industry, Trade and Commerce, all sectors of the apparel industry have participated in international trade shows and incoming buyers' missions.



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