

Novacorp has been active throughout the region since the 1940s, and exports energy technology to fiercely competitive markets in South-East Asia. Alberta technologies allowed Novacorp to win a \$41 million contract for project management and consultancy for a major Malaysian natural gas project.

Weyerhaeuser's Pelican Mills in Drayton Valley successfully spent months convincing Japanese authorities of that company's ability to meet Japan's notoriously exacting standards. Their oriented strand board can now enter the Japanese market anywhere, having been stamped in Alberta as acceptable to the whole Japanese market. This will give Pelican Mills access to the booming Japanese residential market.

Alberta's expertise in remote sensing technology, such as that provided by Intera Technologies, has been of great interest to South East Asian clients. In Malaysia, and elsewhere, Alberta technology is being used in a range of application in forestry, agriculture, surveying and geology.

Willowglen Services has sold high technology data system to Singapore, and to China and is working hard in India, Pakistan and Bangladesh where Alberta's experience in water and sewage system controls offers great opportunities.

Sun Ice of Calgary is taking advantage of the booming Asian interest in winter sports and has signed licensing agreements with a Japanese company and opened an office in Hong Kong.

Even in the area of hi-tech sound technology, Alberta companies have won contracts in the land of Sony and Mitsubishi. Archer Communications of Calgary has signed a six-year agreement to develop custom computer chips to give Nintendo three-dimensional sound.

And Alberta food and food-processing and distribution expertise is winning new markets in Asia. There is an enormous market for Alberta beef - a \$3 billion one in Japan alone. Our Government helped open that market to Alberta, and the Canadian Beef Export Federation has now set up an office in Tokyo. They are expecting strong results. A subsidiary of Canada West will be introducing over 100 new Canadian food products to Malaysia beginning this week. Canada West's expertise in financing, shipping and retailing has already led to enormous success in New Zealand where the sale of its products makes New Zealand its largest single international customer.

These examples are far from all-inclusive. They demonstrate the astounding success and potential for Alberta companies, large and small, dealing with raw resources or finished products, or simple know-how.