

Teletex service to Sweden

Teleglobe Canada, which first introduced overseas Teletex a year ago with service to Germany, has extended its Teletex service to Sweden. Teletex is a bi-directional message service based on an international standard that allows word processors, electronic memory typewriters or other office text machines incorporating the Teletex standard to communicate with each other.

Teletex is one of the fastest public message services available. It takes less than ten seconds for a typical business letter to travel between Canada and

overseas offices. A Teletex call costs 20 cents for each six seconds of transmission time with a minimum charge of \$1 a transmission. Approximately 7 000 characters (two to three pages) can be sent overseas for the minimum \$1 transmission charge.

Canadian users can link up to Teletex terminals in Germany and Sweden via Teleglobe Canada's Globedat public data network and CNCP's Infoswitch data network. Teleglobe Canada expects to extend the international Teletex service to other Scandinavian countries as well as other countries in Europe and in the Pacific.

Canadian lobster wins culinary praise in Switzerland

One of the highlights of dining in Switzerland and West Germany last summer was the promotion campaign for Canadian lobster presented by a Swiss restaurant chain, Mövenpick. An estimated 22 000 meals were sold by Mövenpick restaurants in major population centres such as Zurich, Basle, Lausanne, Berne, Geneva, Lucerne, Ticino and St. Gall.

Clearwater Lobsters Ltd. of Halifax supplied the delicacy and Air Canada shipped an estimated 5.5 tonnes to Switzerland and a further 8 tonnes to West Germany, all consumed by enthusiastic diners.

The lobster was flown in live from Halifax to Zurich three times a week. Purchases were co-ordinated through Mövenpick's central buying office.

Participating restaurants featured the same menu and, for SF16.80 (\$10.00 Cdn), one could have half a lobster (approximately 250 grams) served with a "vaucuse" salad (a Mövenpick creation with celery branches, beans, small car-

rots, mushrooms and mayonnaise). A choice of sauces accompanied the dish — "lemon mousseline", with pieces of lemon and cream; "rouille-sherry", garlic mayonnaise with sweet peppers in sherry; "mousseline with crustacea", lobster sauce with whipped cream and cognac.

In addition, Mövenpick's chef in Berne Max Brunschweiler, recently returned from North America, introduced such North American culinary delights as surf and turf (lobster and steak) served with baked potatoes and sour cream for SF32.50 (\$20.00 Cdn) and, for the first time, lobster thermidor.

Was the campaign a success? Satisfied diners seemed to indicate it was and Alex Walser, Mövenpick's vice-president, Quality Food Procurement, and director, Food Department answered the question with an unequivocal "Yes"! He added it was so successful that already his firm is planning a further Canadian lobster promotion next June.

(Article from Canada Commerce.)

Maryon Pearson art collection

The Maryon Pearson art collection of Canadian paintings was unveiled recently at 7 Rideau Gate in Ottawa, the official government guest house.

Mrs. Maryon Pearson, widow of the late Prime Minister Lester B. Pearson, did much to encourage the work of contemporary Canadian artists and to foster an appreciation of the work of earlier and less well known Canadians in the fields of the visual and plastic arts and crafts. She donated the paintings to the Department of External Affairs with which she and her family have been associated for so long.

The collection will be displayed at 7 Rideau Gate for the enjoyment of distinguished visitors from abroad and their Canadian hosts. The collection includes a sculpture by Gerald Gladstone and two paintings by A.Y. Jackson and William Kurelek.

Credit agreement with Colombia

Canada and Colombia have signed a \$11 200 000-agreement which calls for a \$10-million line of credit and a complementary \$1 200 000 grant to be administered through the Canadian International Development Agency (CIDA). The agreement was signed by the Foreign Minister of Colombia, Rodrigo Lloreda Caicedo, who was visiting Ottawa, and Canadian Deputy Prime Minister and Secretary of State for External Affairs Allan J. MacEachen.

Colombia, which has been adversely affected by the oil crisis, will use the needed foreign exchange to purchase Canadian goods and services vital to its continuing battle for industrial diversification and regional economic development. In particular, Colombia will focus on Canada's expertise and competitiveness in forestry, fisheries and agro-industries.

The project will have two phases. The first will lend money to medium and small enterprises. These were identified by a 1982 multi-donor study as the main hope for Colombian economic and industrial development. The second phase will use funds thus generated for further loans to labour intensive micro-industries. An estimated 1 150 such enterprises could benefit from financial assistance within the first five years, another 1 000 within ten years.

