



# communiqué

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## 145 CANADIAN FIRMS BREAK INTO SOUTH EAST ASIAN MARKETS IN 1981

The Hon. Ed Lumley, Minister of Trade, announced today that a campaign initiated by federal trade officials, and especially the Canadian trade post in Singapore, to increase exposure for Canadian industry resulted in 145 Canadian companies breaking into South East Asian markets for the first time in 1981.

Many of the companies attribute their success to participation in trade shows at Singapore's World Trade Centre. During 1981, Canadian firms participated in nine trade shows and four industry missions in Singapore through sponsorship by the federal and provincial governments, industry associations and private industry.

Canadian exhibitors included manufacturers of wood-working, educational, fisheries, aerospace, mining, communications, and data processing equipment, as well as hardware and industrial machinery.

Nearly 50,000 trade visitors from all countries of Asia attended these events, and Canadian products and capabilities in South East Asia received wide public exposure. A typical success story is the case of Mesotech Systems, a Canadian ocean industry firm which credits its sale of a sonar system to Japan to participation in all three Canada Trade Centre ocean technology shows held to date.

Canadian companies will continue to exhibit in Singapore trade shows throughout 1982, and preparations are currently underway for Canadian participation in six shows focussing on offshore oil and gas, housewares, recreation, electricity, electronics and communications.

In addition, six federally-sponsored missions, and at least once provincial government mission, are expected to include Singapore in their 1982 itinerary. Finally, plans are being made to give Singapore decision-makers, from both public and private sectors, a first-hand look at Canadian capabilities in a wide range of fields.