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Greater global trade new group's goal

A new company, destined to be a "formidable force for Canada on the international trading front," was launched in March when two Canadian companies and a Korean company signed an agreement creating Canada Trade Group Inc.

Formed specifically to promote Canada-Korea trade and to correct the current imbalance in Korea's favor, "Canada's first full-service trading company" also aims to carry

out trade with third countries, say Canada Trade Group Inc. spokesmen.

The agreement creating the company was signed March 12 by Alex Taylor, president of SNC Holding Canada Inc. of Montreal, by Pil Gon Rhee, president of Samsung Co., Ltd. of Korea (the trading arm of the Samsung Group), and by Donald Mitchell, president of D.G.M. Consulting Corporation of Ottawa.

"The combined strengths of SNC, D.G.M.

and Samsung — the oldest and largest trading company in Korea," said Taylor, "should make the new company a formidable force for Canada on the international trading front."

Describing the Canadian-Korean partnership as unique, Taylor said the new company, in addition to carrying out the more usual trading activities, will also be equipped to handle "the complex" and delicate mecha-

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Technology transfer program with Japan

A new program launched this month by the Department of External Affairs is designed to facilitate the flow of technology between Canadian and Japanese firms.

The **Manager Exchange with Japanese Industry**, say organizers, is the result of the Japanese "Kanao Mission" to Canada in 1986. The mission identified joint venture technological collaboration as having potential for expanding Canada-Japan trade relations.

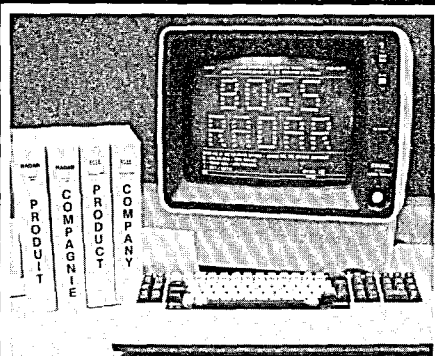
"The exchange program," according to officials, "promotes private sector co-operation that will result in technological collaboration needed to transfer new products, processes or services to Canada."

Potential participants in the program — which identifies Japanese technology sources and potential partners, arranges working visits and finances some additional activities — are mid-level technical managers in Canadian firms who are responsible for the identification and implementation of technology development.

The **Manager Exchange with Japanese Industry** program was in place when Minister for International Trade Pat Carney welcomed the 10th annual Canada-Japan Business-

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Talk to the BOSS



Helping to increase Canadian exports is one of the roles best performed by the Business Opportunities Sourcing System (BOSS) and its users.

Indeed, BOSS is used regularly by trade commissioners in many of the 130 Canadian embassies and consulates around the world to assist them in identifying potential Canadian suppliers to export markets.

BOSS, a bilingual computerized data bank established by the Department of Regional Industrial Expansion in co-operation with provincial governments, is one of the principal listings consulted by

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Canada-Hong Kong trade crucial two-way street

"I am here to urge Hong Kong business people to invest their energy and money in Canada and I will encourage Canadians to invest their energy and money in your exciting economy."

That was just one of the messages delivered by Minister for International Trade Pat Carney in an address last month to the Hong Kong Canadian Chamber of Commerce.

The first official visit to Hong Kong as International Trade Minister also saw Carney expound on Canada-Hong Kong trade relations and how they could be even further improved.

Carney told her audience that, in 1986, two-way trade totalled more than HK\$8 billion (Cdn\$1.4 billion). As well, in the last decade, Canadian exports to Hong Kong increased eightfold, with exports for the first two months of this year increasing by 69 per cent.

"We are especially pleased that exports of high technology products — particularly telecommunications equipment — represent one of our largest and fastest growing markets in Hong Kong," Carney said, adding that "Canadian firms have a world-class reputation in telecommunications and are, in fact, the third

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Project to increase food production

A Canadian International Development Agency (CIDA) contract valued at \$13.5 million has been awarded to SNC Inc. of Montreal to undertake an agricultural project in Egypt.

In making the announcement, External Relations Minister Monique Landry said the contract is part of a larger \$48 million soil and water rehabilitation agreement signed by External Affairs Minister Joe Clark during his visit to Egypt in April 1986.

"Any Canadian company invited to participate in such an environment must be among the best Canada has to offer," said Landry. "I am pleased to say SNC not only enjoys a strong national reputation but also

an enviable international one."

Under the contract, SNC, on behalf of CIDA, will act as the executing agency responsible for the management of Canadian inputs into the project which, over five years, will cover the planning, design, procurement advice and training services required by the project.

A special feature of the project, Landry said, is the bringing together of professionals from Canada and the Egyptian Ministries of Agriculture and Irrigation. They will affect a simultaneous and co-ordinated attack on related agricultural problems such as sub-surface drainage and soil improvement

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