

Team Canada Strengthened — *continued from page 1*

being set up, linking federal and provincial governments and agencies across the country. The aim is to pool expertise and resources to offer such services as information on business and sales opportunities abroad; names of contacts at home and abroad; export counselling and preparation; and expertise on export markets and financing.

• **International Business Opportunities Centre:** will match business leads provided by Canadian missions abroad to businesses capable of taking action on the leads (primarily small and medium-size Canadian companies). It uses electronic data bases and networks of contacts in government departments to seek out interested Canadian firms. This makes for quick action — while the leads are "hot".

Other improvements are underway, including new information

and market intelligence tools; common program guidelines for financial support to smaller firms; and a coordinated effort to assist exporters when they need concerted government support to compete abroad.

The new initiatives are a direct response to private-sector recommendations calling for governments to provide better services to exporters domestically and globally, to set priorities and better allocate resources, to focus programs and to provide national leadership to Team Canada.

In unveiling the Team Canada logo, Mr. MacLaren called on Team Canada to work as partners to double the number of active exporters by the year 2000, penetrate new markets and diversify export successes across more industry sectors.

The logo is the design of a stylized maple leaf enveloping a globe,

with 12 smaller maple leaves — representing the 10 provinces and two territories. Mr. MacLaren invited all Team Canada members to use it at future Team Canada events in Canada and abroad.

"The Team Canada approach has been and continues to be a winning strategy for Canada," Mr. MacLaren said. "Through these networks and teams, we will help turn this country into a nation of traders."

"The public and private sectors are working in the Team Canada partnership to ensure Canadian companies respond to global business opportunities," said Mr. Manley, who was in Geneva leading a delegation of 60 companies to Telecom '95. "Preparing Canadian companies for exporting and participation at events like Telecom '95 are examples of how the Team Canada partnership works."

Export Awards — *continued from page 7*

Training Simulator (METS), recognized as the world's most realistic underwater escape trainer.

"Today our vision is clear. We want to establish Survival Systems' aviation, industrial, marine and offshore safety training programs and simulation technologies as the most advanced in the world by the year 2000," said Bohemier.

THOMAS EQUIPMENT LTD.
Manufacturing what has been called the "Swiss army knife" of heavy machinery, Thomas Equipment Ltd. of Centreville, New Brunswick, has enjoyed a 76.5-per-cent increase in its export sales over the past two years. This is Thomas' second Canada Export Award.

A wholly-owned subsidiary of McCain Foods Ltd., Thomas designs and manufactures skid steer loaders, potato harvesters and other agricultural machinery. Its skid steer loaders drive the

company's export success.

"Name the job and we have a loader to match it," said Peter Mabee, Thomas' product and marketing manager. "Our loaders are equally at home on the farm, heavy construction sites, landscaping sites, industrial plants, mining installations, foundries, recycling plants or in demolition work."

Mabee attributes Thomas' exporting success to its dedication to quality design and manufacturing. "We've gained a worldwide reputation for building top-notch, reliable products," he said. Thomas is registered as an ISO9002 company.

WREBBIT INC.
You can be the architect of the Eiffel Tower, Mecca, the Empire State Building and Big Ben, thanks to Wrebbit Inc. of Montreal, Quebec.

Wrebbit designs and manufactures PUZZ-3D, full-colour, 3-D

jigsaw puzzles of more than 40 famous landmarks and period architecture.

"We've combined the patience of assembling a conventional jigsaw puzzle with the excitement of building a 3-D model," said Paul Gallant, Wrebbit's president and founder.

Puzzle enthusiasts in more than 65 countries are snapping up Wrebbit's innovative designs. In 1992, its first fiscal year, Wrebbit employed 12 people and had sales of \$1.3 million. Today, the company employs 357 with sales of \$35 million. Exports make up 87 per cent of Wrebbit's total sales.

The company also designs and manufactures games such as "MixMath" and "Golf, The Perfect Game". In addition, Wrebbit recently acquired a new subsidiary, 3-D Vision Internationale Inc., which developed a unique concept and design for a three-dimensional viewer.