

Canadian Companies Secure ITALY

ADVANCED TECHNOLOGY

Rand Technologies, Mississauga, Ontario provides state-of-the-art products, engineering services and know-how to manufacturing companies to enable them to automate the production process from design to the assembly line.

In barely two years, Rand has grown from a staff of two people in Milan to 15 employees located in Milan and Bologna, with another location planned for Turin by the end of the year.

"We chose Italy first and because of [our experience in] Italy have expanded throughout Europe".

Now Rand has 130 employees throughout Europe, with offices from the U.K. to the Czech Republic.

Rand's Secrets of Success

Be there in person and "hands-on". Rand realized, after a year and a half of trips back and forth to Europe, that there was a clientele very similar to the one they already were serving successfully in North America -- but they had to be **present** to develop the business. Rand did not rely on consultants, but started with its own manager and engineer on-site and, with the help of a local lawyer, set up in Milan. As the business grew, Rand then hired local employees who were brought back to Canada for training.

Recognize that business is business anywhere and clients' requirements are no different in Italy than in the U.S. or Canada. Rand stays true to its business formula.

Avoid being distracted by truisms about markets. Rand found the horror stories of accounts overdue by 180 days did not materialize. Rand serves only private-sector clients in Italy and found that they paid as regularly as those in Canada.

AEROSPACE

Continuing its tradition of product excellence and export success, **Canadair** signed a contract for the delivery of four CL-415 aircraft and associated spares and training to Italy's national Department of Civil Protection. The first two aircraft were delivered in 1994; the two others were delivered prior to the Italian 1995 firefighting season.

The Italian purchase brought Canadair's total orders for the amphibian aircraft to 24, and represented a vote of confidence for the six CL-215s already sold to Italy in the 1980s.

For the people of Italy, the CL-415 represents a crucial instrument in combating some 10,000 forest fires that annually ravage large tracts of the Italian peninsula and Sardinia. On average, these fires sweep over a total territory of 116,000 hectares, or 1.4 per cent of Italy's total land surface. With its unique

scooping capability and rapid turnaround speed (at an average of 18 minutes, it is almost twice as fast as its closest competitor).

For Canadair and its 8,000 employees at three facilities in Montreal, the contract strengthened its presence in the international aerospace market.

Deliveries for Bombardier's fiscal year ending January 31, 1995 totaled 123 aircraft and revenues were some Cdn\$3 billion. About 90 per cent of Bombardier sales are to export markets.

Canadair currently manufactures the Challenger 604 widebody business jet, the 50-passenger Canadair Regional Jet airliner, the CL-415 amphibious aircraft, unmanned airborne surveillance systems and large components for major aircraft companies including Aerospaziale, Boeing and McDonnell Douglas.

For Canada's aerospace industry, it represents an important boost to national R&D efforts in a leading edge, high technology sector.

AUTOMOTIVE

For more than five years, **Waterville TG**, a Waterville, Quebec firm, has been a supplier to Ferrari, providing it with weatherstrips for its doors and its targa and convertible tops, especially for the popular 355 and 456 models.

A while back, Waterville TG also secured the weatherstrip contract for the brand new, entirely redesigned Alfa Romeo Spider. The new Spider was introduced on the market a few months ago with enormous success. Already, Alfa Romeo has asked its suppliers to almost quadruple their delivery rate.

Offering high-quality design and manufacturing, Waterville TG attributes its success in Italy to the excellent price-quality and price-technology ratios that it is able to offer Ferrari and Alfa Romeo. Waterville TG's adoption of Japanese production technology was also a deciding factor.

AUTOMOTIVE/AEROSPACE

Through its wholly-owned subsidiary, **Magnesium Products of Italy (M.P.I.)**, **Meridian Technologies of Toronto** opened its first plant in Europe on September 6, 1995. Already, the company has received orders or letters of intent that will make it the largest supplier of magnesium die cast components in Europe.

Meridian is the largest and most technically advanced magnesium die caster in the world. Teksid S.p.A., a subsidiary of the FIAT Group, and Norsk Hydro, the Norwegian energy and metals group, are the two major shareholders of Meridian.

Initially, M.P.I. will produce magnesium seat

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