
The words "Made in Canada" have long been synonymous with quality winter sports equipment. Canadian firms continue to set world standards of excellence with innovations in the design and manufacture of equipment and clothing for such traditional winter sports as ice hockey, curling, skiing, figure skating and speed skating. The XV Olympic Winter Games in Calgary, Alberta, provided a worldwide showcase for these Canadian-made products. Their use by present and future Olympians is testimony to quality of manufacture and of performance.

Canada, however, is not just a country of snow and ice. A variety of summer recreational activities has allowed many other sports manufacturing sectors to develop and grow. Our great outdoors with its scenic grandeur and countless lakes, rivers and streams attract millions of hikers, campers and fishermen each year. These enthusiasts and their demands for quality equipment have promoted the growth of companies that produce hiking footwear, tents, camping accessories and fishing equipment.

Other Canadian sporting goods rapidly gaining exposure and acceptance in world markets include equipment and services for archery, golf, cycling, baseball, softball, basketball, boardsailing, equestrian events, football, exercise and fitness activities, hunting, shooting, playgrounds, water parks and racquet sports.

Product diversity, a reputation as a reliable supplier, technological innovation, and quality in manufacturing combine to promote the prestige and profitability of Canadian-made sporting goods throughout the world.

The companies listed in this directory have all been qualified to serve export markets. They understand the importance of meeting customer requirements promptly and professionally. There is a strong commitment to quality products and service to customers — worldwide.

I welcome this publication which profiles these Canadian companies in the sporting goods industry. Not only does it illustrate the diversity of sporting goods available from Canadian manufacturers, but it will prove to be a valuable source reference for buyers around the world who are looking for sporting goods and services that are second to none.

The Honourable John Crosbie
Minister for International Trade