

## "Rooftop-to-rooftop" satellite links Europe and Canada

A "rooftop-to-rooftop" satellite service that provides businesses with inexpensive communication links between Europe and North America without going through intermediaries will be offered this month by Teleglobe Canada — Canada's member of Intelsat.

### Satellite services

Several of Intelsat's other 108 members are expected to follow Teleglobe's lead and offer the same service later this year. Intelsat is a 20-year-old co-operative organization that provides satellite services for international voice, data and video traffic.

The Intelsat Business Service parries potential competition from companies seeking to offer similar services between North America and Europe.

It will be retailed to Canadian customers as Globesat by Teleglobe Canada of Montreal, Canada's only inter-

national communications carrier.

Normally, overseas telephone calls are made at considerable expense through domestic telephone networks that hook up with Teleglobe's international gateway. Under the regulations governing Telesat Canada — the domestic satellite carrier — business customers are required to lease capacity from a telephone company at retail prices instead of directly at wholesale prices.

### First of its kind

The Bank of Montreal will be the first IBS user, leasing part of a satellite channel to link Toronto and London. The service is the first of its kind to be offered by Intelsat's members and is one of the first to allow Canadian business users to deal directly with Teleglobe.

The Bank of Montreal expects to save between 20 and 40 per cent on earth station charges alone. Satellite charges

are on a *per circuit* basis. Charges for each circuit increase according to the transmission speed required.

The bank has already begun testing the service and expects to begin operating in early March, initially using its channel for voice and data transmission. Electronic mail, funds transfer, and audio-graphic and video teleconferencing may be added later, according to George Hopkins, the bank's senior vice-president for operations and systems.

## US-Canada set trade targets

International Trade Minister Gerald Regan and US Trade Representative William Brock have identified four areas in which Canada and the United States could have free trade.

Officials of the two countries will work together to bring out an interim report in early May on the prospects for liberalizing trade in steel, agricultural equipment, computer and information services, and government procurement, particularly mass transit vehicles.

Canadian officials are also analyzing trade in petrochemicals and textiles, Mr. Regan told reporters after a recent meeting with Mr. Brock in Washington.

"We recognize that the ongoing analysis by both groups of officials will identify other sectors that may be suitable candidates for trade liberalization measures," Mr. Regan said.

The two top trade officials will meet again in May. Mr. Brock said it is possible they could sign a free-trade agreement this year.

Mr. Brock said the United States might like to add electrical equipment to the list of free-trade sectors.

He said private businessmen would have to agree to any liberalization, but "I'd like to expand free trade in any area that Canada wants to expand trade".

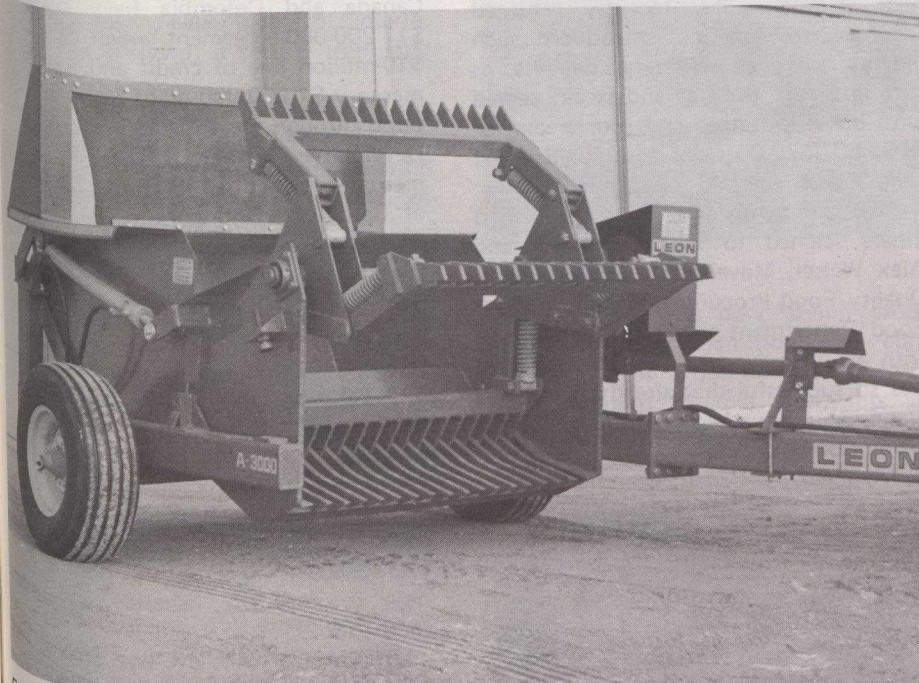
The talks followed from the sectoral free-trade initiative Mr. Regan proposed last August.

Both Mr. Regan and Mr. Brock said their moves toward trade liberalization are a positive model for the world at a time when protectionism is increasing.

About 80 per cent of Canadian exports to the United States are duty-free now, as are 65 per cent of US exports to Canada.

The agreement also provides for compensating exporters hurt by such restrictions and calls for compensation cases to be settled within a year.

## Canadian farm machinery featured at SIMA '84



Eight Canadian companies are taking part in SIMA '84, the world's leading farm machinery fair being held at the Parc des Expositions, Porte de Versailles, Paris, from March 4 to 11, 1984. Included in the exhibition is the rotary rockpicker (above) made by Leon Manufacturing Co. Ltd. It is designed to pick up rocks from five to 50 centimetres easily while dumping of the huge capacity hopper is completely hydraulic. The Canadian farm machinery industry currently produces more than \$1.2-billion worth of equipment and machinery a year of which more than 90 per cent is exported. The largest market is the United States, but Canadian farm machinery can be found all over the world including Australia and the People's Republic of China, as well as several countries in Africa and the Middle East.