

# Quebec Stages "Singapore Event"

A major Quebec-Singapore trade promotion culminated in Singapore with the visit of the "Evenement Singapour" (Singapore Event) mission in early April.

The foundation for the trade mission was laid down in Quebec last January with a month-long promotional campaign on Singapore. The aim of the promotion was to create a greater understanding of Singapore among the people of Quebec — specifically the business community.

According to Claude Beauregard, Assistant Vice President of Public Affairs at Bell Canada, a major sponsor of the mission, "The time has come to break the traditional barriers of export markets, and to offer small and medium-sized businesses in Quebec the opportunity to develop new markets abroad, particularly in Asia. It is in this spirit that Bell decided to support 'Evenement Singapour'."

Quebec firms interested in doing business with Singapore, but which lacked the resources necessary to break into the market, were encouraged to send in their names for a chance to participate in the special mission.

## 1,000 Entries

Ten companies were chosen from the 1,000 entries, and in April, came to Singapore where the members met with government and business representatives, and toured the port, airport and mass rapid transit system.

The promotional campaign was broadcast over the Telemedia FM Network, one of Quebec's main radio networks, and featured in the weekly business magazine, "Journal les Affaires".

The mission was sponsored by the Quebec Department of External Trade and Technological Development, Bell Canada, the Singapore Meridien Hotel, Air Canada, and Publications Les Affaires.



Photo by: Pierre St. Jacques

When on Montreal's quiet tree-lined streets, it is difficult to remember it is Canada's third largest city.

## Singapore Reporter On Quebec Assignment

In March, a Straits Times journalist, Anne Koh, was sent on assignment to Quebec to gain indepth first-hand knowledge of the province's political, economic and technological climate.

Organized by the Quebec Ministry of External Trade and Technological Development and the Office of the Agent of Quebec in Singapore, Mrs. Koh's trip was a lead-up to the major trade mission which visited Singapore, Malaysia, Thailand and Hong Kong (see article previous page).

While in Quebec, Mrs. Koh met with Premier Robert Bourassa; Pierre Mac-

Donald, Minister for External Trade and Technological Development; Louise Robic, Minister for Immigration and Cultural Communities; and Daniel Johnson, Minister for Industry and Commerce.

She also toured a large number of major companies and organizations including CAE Electronics, SPAR Aerospace, Canadian Marconi, Hydro Quebec, Lavalin Inc., the Montreal Stock Exchange and explored the vast underground city which is part of Montreal's rapid transit system.

## "Singapore Event" Participants

The Quebec companies which participated in "Evenement Singapour" were:

- Les Industries Amisco Ltee. — furniture manufacturer
- Becterm Inc. — computer and office systems
- Blondo — shoe manufacturer
- Bouthillette, Parizeau & Assoc. — energy consultants
- Les Cedres Papineau Inc. — furniture manufacturer
- Celliers du Monde — cider and wine manufacturer
- Corp. de Development Economique & Industriel de la region de Saint-Hyacinthe — an economic development body
- Granigroupe — commercial granite supplier
- Prudhomme & Freres Ltd. — maker of premixed concrete
- Ultratrix Industrie Ltee. — security specialist