

Successful exporters

The larger businesses — forest and mining companies, energy producers, the automotive industry — generate most exports from Canada. Increasingly, however, small- and medium-sized businesses are taking part. Some recent successful exporters include:

- The latest in fitness technology, the Power Tone Rope, was introduced by **Healthletics Inc.** of Scarborough, Ontario, in December 1985, and orders have already been received from Indonesia, Australia, Norway, Morocco and the US.
- **Schulte Industries Limited** of Englefeld, Saskatchewan, has grown from a village blacksmith shop to a world exporter of sophisticated rock removal equipment. The company's rock pickers, rock windrowers and hydraulic scrapers are helping farmers turn rocky wasteland into productive fields in Australia, Saudi Arabia, Syria, Switzerland and Mexico.
- CoSy, an electronic conferencing system developed at the **University of Guelph**, was chosen to run the new online conferencing service for *Byte*, a major US micro-computer magazine, published by McGraw Hill Inc. of New York. A commercial trial of the Byte Information Exchange began in September in San Francisco, Los Angeles, Chicago and Boston.
- Americans have discovered "the ultimate muffin", produced by **Ross Foods** of Winnipeg, Manitoba. The muffins, which are available in numerous flavours from cheddar cheese and apple to peanut butter and chocolate chip, are sold in a frozen batter, in either 16 kilogram plastic pails, or in individual portion-pack trays.



Technicians from Canadian Scale Company Limited in Toronto install a fully electronic in-motion truck scale system in a coal handling facility in Taiyuan, Shanxi, People's Republic of China. It is the first of its type to be installed in the country.



Mechanics at R.A. Warren Equipment Ltd. of North Bay, Ontario complete the remanufacturing of a slusher hoist for export. The company supplies equipment for underground mines in Canada, the US, Latin America and the Philippines.

- **Berron Enterprises Limited** in BC has become the largest producer of dehydrated foods in Canada. The company's wide variety of dehydrated foods are used by "backpackers", campers, mountain climbers and survivalists in Canada, the US and Japan.
- **CAE Electronics Ltd.**, a major manufacturer of flight simulators, has recently expanded sales to the Indian and Netherlands markets. A flight simulator is being developed for the *Airbus A310-300* twin-jet airliner for Air India and an operational tactics trainer is being manufactured for the Royal Netherlands Navy.

- The Donair meat loaf with **Bonté's Foods Limited's** (Dieppe, N.B.) pita bread and special sauce are becoming popular rivals to the hamburger in the US, where a growing number of Donair "take-out stores" are being established.
- British Columbia gas producers have become major gas suppliers in California. **Pacgas Ltd.**, a consortium of provincial gas producers, recently signed B.C.'s first long-term contract with the state to supply the gas over 25 years.
- **Westronic Inc.** of Hull, Quebec produces remote terminal units for oil and gas, power utility and telecommunications industries. After developing US, Southeast Asian and Australian markets over five years, last year the company expanded its operation to Europe and the Middle East ■