

Telecommunications market on-line in North Africa

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These projects include data transmission, rural telephone systems, TV signal emitters, radio spectrum management, cable distribution, radar and air traffic control tower management systems.

From Tunis, the mission went to Morocco's capital, Rabat, where the Canadian Technical Days received an equally enthusiastic welcome from both the private and public sector.

Among those dignitaries welcoming the Canadian mission were Morocco's Minister of Post and Telecommunications, Mohand Laenser; Rachidi El Rhazouani, Minister of Planning; and Ahmed Ahizoune, Director General of the National Post and Telecommunications Board.

All reports indicate that, for Morocco, the

timing of Canadian Technical Days was most appropriate--because Morocco is on the verge of developing and modernizing its telecommunications and data processing services.

With both political and public moods strongly in favour of Canada, Minister Laenser promised to pursue several projects that could involve joint Canadian participation.

Moroccan private-sector representatives were highly impressed by Canadian technology and know-how. At the same time, Canadian mission members were convinced that Morocco is ready for a technological leap into telecommunications and data processing.

In Algiers--the last leg of the mission--more than 500 eager regional participants from government, business, professional and university communities (some from more than 600 kilometers)

attended the two-day Canadian seminars.

Some of the Canadian participants, trade officials say, even concluded agreements (in principle) to set up a liaison office in Algiers.

Trade officials also say that the most promising data processing opportunities in Algeria are in the areas of training and technical assistance, and the supply of French language software that can be converted into Arabic.

Co-sponsored by the Departments of External Affairs and Communications, the Canadian Technical Days surpassed all expectations in each of the three countries.

Organizers and participants, from all four countries, expressed total satisfaction with the results of the seminars and meetings.

The event helped Canadian companies find business leads worth pursuing. It also went a long way towards demonstrating Canada's state-of-the-art capabilities and know-how in telecommunications and data processing.

The Canadian mission--led by René Guindon, Director General at the Department of Communications--included the following companies: Bell Canada International, Montreal; DGB intégrateurs de systèmes Inc., Montreal; DTI Télécom Inc., Montreal; Canadian Pacific Consulting Services Ltd., Montreal; le Groupe CGI Inc., Montreal; Harris Farinon Canada Inc., Dorval; LeBlanc & Royle Telcom Inc., Oakville; Northern Telecom Canada Limited, Brampton; R.A.C.E. Technologies Inc., Vancouver; SR Telecom Inc., Saint-Laurent; and Télémédiatique, Montreal.

For more information on trade opportunities in Tunisia, Morocco or Algeria, contact External Affairs' Africa Trade Development Division (GAT): Jean Michel Demarecq (Tunisia, Morocco), tel: (613) 993-6593; or Sylvie Gariépy (Algeria), tel: (613) 990-8134.

Quality equipment yields quality sales



A Giant step--Israel Cohen (right) President and Chief Executive Officer of Giant Foods, Landover, Maryland, accepts plaque from Brian Oak, Counsellor (Commercial), Canadian Embassy in Washington. The plaque is in recognition of Giant's "significant purchase" of Canadian goods.

When a leader in the American retail food store industry went looking for quality refrigerated display cases, its hunt ended in Brantford, Ontario at the manufacturing headquarters of Hussmann Store Equipment Limited.

In business for over 80 years, Hussmann manufactures supermarket equipment, including display cases, refrigeration systems, mechanical checkouts, and steel shelving.

It was Hussmann's GCR "over and under" model--a three-tiered refrigerated display case--that caught the attention of Giant Foods of Landover, Maryland in 1987.

Modified at Giant's request, these display cases have been installed in over 40 stores as part of Giant Food's massive retrofit program. Display cases for another 50 stores are on order.

To date, Giant has placed \$6 million worth of business with Hussmann. By the time all 150 Giant stores have the display systems, the total sales figure is expected to reach \$10 million.

The display cases featured in Giant Foods supermarkets have an added benefit--their presence is expected to lead to additional sales in the U.S.

Officials of Hussmann Canada and the Canadian government recently joined forces to present Giant Foods with a plaque in recognition of its "significant purchase of quality-built Canadian equipment."

For further information on trade opportunities

in the United States, contact Michel Samson of External Affairs' United States Trade and Investment Development Division (UTE), tel: (613) 991-9746.

Argentina reduces tariffs

Changes being implemented in Argentina's commercial and trade policies could open the door to a greater variety of Canadian exports to that country.

In a two-stage plan, the Argentine government introduced reductions on tariff and non-tariff barriers on imported goods.

Argentina's Ministry of Economy dropped some 2,000 items from its import control list, known as Annex II, leaving a further 750 items to be considered for eventual elimination.

This move will allow a wider variety of products to be imported into the country and obviate the need for prior approval by government departments or industrial sectors.

A further move will see duty rates reduced to 10 per cent on goods not produced in Argentina and duty rates reduced to a maximum of 40 per cent on goods locally manufactured.

The moves mean greater export opportunities will emerge for Canadian suppliers, particularly for components and machinery used in the manufacture of agriculture and forestry products; medical and laboratory equipment; and drugs and disposables for the medical sector.

By opening its traditionally protected market, the Argentine government is injecting an element of competition into the domestic market and giving local industry an opportunity to incorporate foreign inputs and technologies into production lines.

For more information on these commercial policy changes, or on opportunities for Canadian exports to Argentina, contact T.A. Bearss of External Affairs' South America Trade Development Division (LST), tel: (613) 995-8742.

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