

THE ROYAL CANADIAN MINT

Ottawa, Ontario

Making money by making money, beautifully, was the route followed by Ottawa's Royal Canadian Mint to boost its share of the international market in gold bullion investment coin from 28 percent to an amazing 65 percent.

The road wasn't an easy or a quick one. The Mint was up against a long-established, entrenched and heavily-promoted competitor. Spearheaded by an aggressive marketing and advertising program, the Mint's handsome Gold Maple Leaf coin became the number one choice in every market in which it was introduced, including Hong Kong, the toughest bullion market in the world.

The investment coin is but one of the Mint's products, others include Olympia Commemorative Coins, all of Canada's coinage as well as coinage for other countries and also medallions and tokens.

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SHELL CANADA CHEMICAL COMPANY

Don Mills, Ontario

In the U.S., Japan, China, Indonesia and around the world, Shell Canada Chemical Company sells products few people can spell or pronounce, but which almost all use every day. Xylene, styrene monomer and polypropylene aren't ordinary household words but the products made from them are. Toys, electronics, plastics, appliances, packaging and hundreds of other products used everywhere, every day are manufactured from the petrochemicals produced by Shell in its Ontario, Quebec and Alberta plants.

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