

company, has been responsible for similar registration facilities to conventions and exhibitions in the past. Most recently, the Progressive Conservation Party of Canada held two large conventions in Winnipeg and Ottawa for which the company provided facilities. Services to Canadexpo '84 are being provided through I.P. Sharp's local Hong Kong office.

Comprehensive

For the past few months, the Commission for Canada has used a microcomputer situated on its premises in Asia House to connect to I.P. Sharp's worldwide computer services. The commission has built up and analysed a comprehensive list of contacts. The department of external affairs in Ottawa may also access and analyse this same database if they wish. For the five days of Canadexpo '84, Data 100 Hong Kong is providing a Canadian-manufactured Northern Telecom 585 minicomputer system which will be used to capture visitor information (as written on the registration card) and issue badges. The collected information will be loaded onto the I.P. Sharp service and matched with the original contacts database. After the show, extensive reports will be available both in Canada and Hong Kong.

The database will be used by the Commission for Canada on an ongoing basis to assist with trade enquiries by Canadian companies exporting to the region. Powerful facilities are available through the I.P. Sharp service to search, analyse and report on the information.

"A Canadian manufactured minicomputer system will be used to capture visitor information at Canadexpo '84."

I.P. Sharp opened its Hong Kong office, then its fifty-seventh, in September 1981. Its computer network extends to over 500 cities in twenty countries. The main users in Hong Kong are banks, oil companies and financial institutions. Banks use the network to monitor their global exposure and to analyse the large collection of public data available; oil companies use an international trading and information system; financial institutions analyse the extensive historical information on stock prices, company balance sheets and world economic environments. ■

REGION

Bright Future for Trade with China

By Ted Lipman

亞太區

Beginning with wheat sales in the early sixties, years before the establishment of diplomatic relations, Canada's trade with the PRC has grown steadily and is poised for further expansion in the future. Canadian exports to China reached 1.6 million Canadian dollars in 1983 and while still dominated by major commodity items such as wheat, metals, minerals, forestry products and chemical

fertilizer materials, there are many areas where Canadian equipment and manufactured goods have made inroads into the Chinese market such as STOL aircraft, agricultural, telecommunications and medical equipment.

During the recent visit to Canada by Chinese Premier Zhao Ziyang in January, interest was expressed in Canadian technology and expertise in precisely those areas where China is expanding her own economy, such as energy, telecommunications, and transportation.

Due to Canada's experience in solving some of the basic development problems which confront China, Canadians face excellent prospects for providing advanced equipment and know how to help China achieve her "Four Modernizations" and reach her goal of quadrupling industrial and agricultural output by the year 2,000.

"Canada has experienced the same challenges in developing energy resources as China faces today."

Energy is the key link in the development of China's economy and her vast coal reserves are expected to continue to meet 70% of China's energy needs. China's three major river systems offer tremendous hydro potential. China's development of both onshore and offshore oil and gas reserves are one area where foreign expertise and equipment are in great demand. China's commitment to

COMPANIES

Trade and Investment Consultant Appointed

Saskatchewan is strengthening its presence in the Far East with the appointment of a trade and investment consultant based in Hong Kong.

Filling the newly created position is Kwok Shing 'K.S.' Loh, a respected veteran of international trade and previously a director with Mobil Oil Hong Kong.

Loh is a Shanghai-born Cantonese. He joined Standard Vacuum Oil Company, the predecessor of Mobil, in 1939. He was transferred to Hong Kong in 1950 and became manager for international trade in 1966.

Loh travelled extensively in the People's Republic of China, participating in key trade fairs and successfully negotiating major agreements on behalf of Mobil Oil with shipping and supply companies in China. In 1978, he was elected to the company's board of directors.

In his new position, Loh will be able to rely on a widespread network of government and business contacts which he developed in China.

He will act as liaison officer for companies in Hong Kong and the PRC interested in investing in, and trading with, Saskatchewan and will encourage the establishment of joint ventures and partnerships with Saskatchewan firms, particularly in the manufacturing and processing fields.

Through him, investors will be able to take advantage of the province's investor data bank which prepares information in packages tailored to the investor's corporate needs.

Information available includes wage rates, productivity statistics, taxation structures, and land availability and costs — all the data important to companies considering a new business location.

Loh will also help identify specific areas of investment opportunity in Saskatchewan and will supply profiles on the province's industries.

Although based in Hong Kong, he will provide information and services to companies in other Asian Pacific Rim countries. ■