

markets and design more efficient and automated harvesting and milling techniques. Forest development in New Zealand has produced giants — on any world scale — resulting in unique engineering capabilities.

Although the investment by Fletcher Challenge in Crown Forest Industries Ltd near Vancouver is the most evident and important integration of these industry talents, Canadian consulting firms have had a long history of involvement with New Zealand firms.

Recognising the growth potential for New Zealand forest products and the need for a stronger local presence, H.A. Simons Ltd established in 1984 a consulting engineering service at Auckland, formed as a joint venture with Beca Carter Hollings and Ferner Ltd. Beca Simons is one of the very few firms in New Zealand dedicated exclusively to forest industry consulting and has recently com-

pleted the Pacific Pines Products Ltd sawmill.

Another example of the closely integrated engineering, machinery and producer industries in Canada and New Zealand is the recent completion of Baigent's first laser-age high technology sawmill. This mill was designed by Sandwell and Partners of Vancouver. It predominantly utilised Canadian machinery that was designed as a result of mill developments such as Crown Forests Ltd. This illustrates completion of the swing of the technology pendulum.

Common roots

It's one thing to think of the Canada-New Zealand integrated forest sector in terms of overall production figures. But while those statistics tell an impressive story, they tend to mask the sheer depth and breadth of forest activity. The forest sector can indeed be seen as a single,

highly successful industry. It must also be realised that the industry is made up of several distinct sub-sectors.

Over the years, the industry's ability to supply a growing domestic wood products market has been the least of its accomplishments. Whether a client has needed newsprint, softwood lumber or wood pulp, Canadian companies have been ready to meet the challenge since the first pulp and paper mills were completed in the 1860s. New Zealand followed suit with the establishment of its first mill by Tasman Pulp and Paper in 1956.

In a way these are from the same seed and it is evident that the development of the industry in both countries will grow with common roots.



Impressive market

AS a market, Canada's numbers are impressive. In 1984, disposable income per worker reached \$US18,904. More than 55 percent of Canadian families earned in excess of \$US25,200.

About 60 percent of Canadian families own their own homes, and 82 percent their own automobiles. For durable goods, 99 percent have refrigerators. 98 percent have telephones, and 98 percent own televisions.

With more than half the population living in urban centres of 100,000 or more and one third of the population living in three major cities — Vancouver, Toronto and Montreal - the structure of the market is convenient for businesses. Canada's 95,000 km of railway tracks, 271,000km of inter-city highways, 25 deep-water ports and 1600 airports make it possible for goods to be moved efficiently and competitively within the country and to any market in the world.

Canada is also strategically located next to the huge US market. Proximity, similar business practices, common language and shared time zones have contributed to the creation of the world's largest bilateral trading relationship valued at \$US120 billion per year. More than 80 percent of that trade is duty-free.

