



The Coghlan's line-up, offering everything from snake bite kits to survival suits — at an average price of only about \$2 — keeps export sales perking.

If you're under canvas . . . you know about Coghlan's

Marketing everything from snake bite kits to pocket saws, chances are that if you're wilderness camping just about anywhere in the world — from the Canadian Rockies to the grasslands of South Africa's Transvaal — you'll be using an outdoors gadget produced by a Winnipeg company.

Coghlan's Ltd has made an international name for itself with a range of camping accessory products with an average selling price of only \$2.

But the price hasn't limited financial returns for the company which while operating with a staff of only a dozen full-time employees, generates more than \$6-million annually in sales.

And the bulk of those sales are through export trade.

In 25 years of business, Coghlan's has expanded its original three-product line — a camp stove lighter, a lantern lighter and a folding metal toaster that sets up over a camp stove — to more than 150 camping accessories. All three are still included in the Coghlan's line-up.

The company, according to president Norm Coghlan, sells 63 per cent of its goods in the U.S., 30 per cent in Canada and the remaining seven per cent offshore in such countries as the U.K., Germany, Holland, Japan, New Zealand, South Africa and Israel.

Coghlan says his metal camp toaster is still one of his firm's most popular products, accounting for three million sales around the world since 1959.

Turn key sales: A good prescription for trade success

A Windsor, Ont. gelatin capsule supplier has sold a major turn-key package to a pharmaceutical company in China.

Capsule Technology International Ltd. which currently markets its hard gelatin capsules around the world, says it will have the \$3.7-million plant in operation for Guangzhou Pharmaceutical Corporation by late this year.

Capsule Technology, according to its vice president of turn-key installations, Gary Dube, is currently negotiating with four other groups in China and hopes to finalize turn-key agreements with them shortly.

"We view the Chinese market as one of the most attractive anywhere in the world, Dube says. "This is a nation with 40 times the number of consumers we have in Canada and four times the size of the U.S."

Capsule Technology has already started up plants in Indonesia, and Singapore and has three more in various stages of construction in Colombia, Jordan and Bulgaria.

Dube says his firm is negotiating with companies on every continent and anticipates world-wide sales over the next few years.

Only about three major companies with production facilities in five countries, currently supply the world market with hard gelatin capsules.

Seminars to focus on Algeria's lucrative markets

A series of seminars is planned this spring to help Canadian exporters boost sales in the Algerian marketplace.

Tentatively planned for early April in Montreal, Toronto and Calgary, the seminars/workshops will focus on:

The potential market for Canadian capital goods and services in Algeria during the next five years; the way to do business in Algeria, including presentations by experienced Canadian exporters; export financing services available in Algeria through the Export Development Corporation; services offered by External Affairs and the Department of Regional Industrial Expansion and the provincial governments.

Private sessions with Canadian or Algerian government officials are also to be provided following the Toronto and Montreal workshops.

Algeria is Canada's 13th principal trading partner and currently purchases close to 28 per cent of Canada's total exports to Africa. Export sales to Algeria have grown dramatically in the last 14 years, jumping from \$3-million in 1970 to \$449-million in 1983.

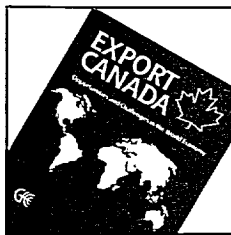
Trade officials say a number of sectors

have been identified for potential sales in Algeria's new Five-Year Plan. They include agriculture, hydraulics, telecommunications, transportation and energy, and social sectors, such as housing, education, and health.

For more information on the seminars, being organized jointly by the EDC, External Affairs, DRIE, the Algerian government and the Banque Algerienne de Developpement, contact your regional DRIE office.

Study-guide examines exports

Export Canada, a new study-guide about Canadian exports and their economic role in this country, has been published by the Canadian Foundation for Economic Education.



The study-guide, designed for use both within the secondary school system and in general economic educational courses, was prepared jointly by External Affairs and the Foundation.

The 66-page guide which also offers a companion reader for students, provides an

introduction to trade, an analysis of this country's ability to trade, and also identifies the major trade issues and questions confronting Canada.

Primary purpose of the study-guide, according to its author, Gary Rabbior, was to build grass-roots awareness of trade and its importance to Canada.

The study-guide is being distributed to high schools, junior colleges, boards of education, and selected representatives in the private sector.

For more information on the study-guide — reviewed by both public and private sector educationists, trade experts and industrialists before its launch — contact External Affairs' Trade Information Centre.