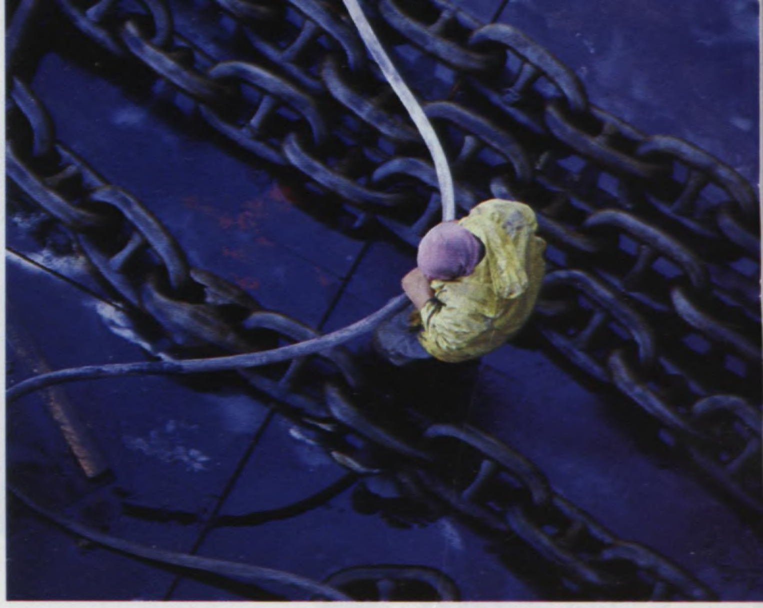
> *"Investing in Canada opened up international sales opportunities for Banner. Thanks to favourable trade regulations, we were able to increase our market share."*

Tom Hardi, Corporate Vice-President and General Manager
Banner Gelatin Products



Strong Domestic Market

Canada has the third highest standard of living among the G7 countries. Its affluent, growing population is an attractive advantage to international investors, and represents an excellent growth potential for domestic demand for goods and services. The Organisation for Economic Cooperation and Development (OECD) expects Canada to be a leader in near-term economic growth, and surveys by the Conference Board of Canada have revealed that entrepreneurs and business people are very confident about growth prospects.

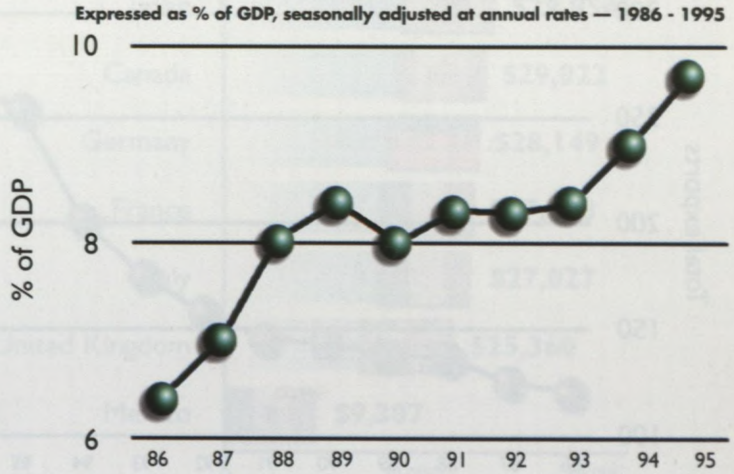
Firms already active in the U.S. or Europe will find a very similar consumer base in Canada. Canadians tend to adapt quickly to new consumer products and are well aware of international brand names. Most Canadian consumer markets feature the same brands that lead in American sales.

Canada is a solid base from which to launch an entry into North America. It enables European and Asian business managers to gain valuable experience in North American markets without entering the aggressive American market directly.

European and Asian firms find that Canada's large population of relatively recent immigrants from their home countries offers a positive starting point for market penetration in North America.

Increasing Investment in Machinery and Equipment

Expressed as % of GDP, seasonally adjusted at annual rates — 1986 - 1995



Source: *Bank of Canada Review*, Spring 1996.