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Canada commands leading role in offshore industry

The Canadian ocean industry has undergone phenomenal growth in size and importance in the past decade. Sales jumped from about \$50 million in 1970 to \$1 billion in 1981 of which \$500 million was exported goods and services. This trend is expected to continue as market analysts predict that Canadian offshore expenditures will increase 500 per cent to reach \$5 billion by 1990 and the world market for offshore equipment will attain a new peak of more than \$20 billion annually in the next two years.

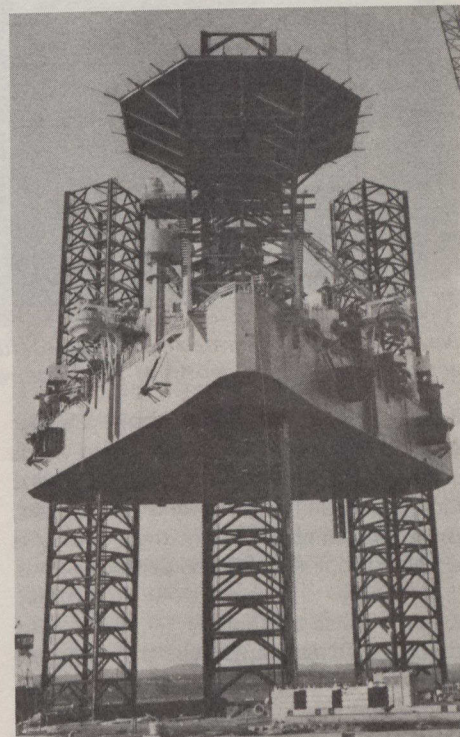
The ocean industry in Canada consists of about 250 companies which supply equipment and contracting and consulting services for the exploration and exploitation of ocean resources. The present emphasis is on the recovery of offshore oil and gas but Canadian expertise extends to fresh water, food, power (wave, tidal) and mineral resource exploitation technology.

Available products

Canadian-made products range from semi-submersible and jack-up drilling rigs to sensitive underwater surveying systems, from supply boats to remotely controlled submersibles, from acoustic communication and positioning systems to oceanographic probes, from ice technology to exposure suits.

About 60 core companies in the Canadian industry offer a wide diversity of products and services uniquely suited to the oceans. Having the following com-

Visitors to the Canadian exhibit at Offshore Europe '83 in Aberdeen, Scotland, September 6-9, 1983, will have the opportunity to see the products and services of 14 Canadian offshore industry companies. Further information may be obtained from G.J. Durocher, Canadian Consulate, 195 West George Street, Glasgow, G22HS, Scotland.



Jack-up drilling rig, one of many Canadian-made products serving the ocean industry.

mon characteristics, these companies:

- are opportunity-oriented;
- sell low volume/high value custom-engineered products or services on domestic and international markets;
- employ mainly highly-skilled people;
- have an excellent growth rate;
- are mostly Canadian-owned;
- have achieved significant export sales success in competition with much larger, foreign firms;
- have the design and engineering abilities to develop high-technology items in response to specific needs.

The remaining 190 also sell to the ocean industry firms but their principal products are directed towards traditional land-based and marine markets. These companies include multi-nationals which have adapted their product line to meet the demands of this new and growing sector.

The core companies employed some



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