

early speculative spirit, even though an hour of videotape production can cost as much as \$40 000 and a comprehensive training program can run to 70 hours. Its challenge now is to find suitable new sources of venture capital.

The firm is just beginning to tap some markets with huge potential. Leighton & Kidd took part in the Far East trade mission of Premier William Davis and Industry and Trade Minister Frank Miller last fall. Now thousands of students in Singapore's polytechnical institutes are viewing videotapes made in Toronto. A joint educational venture with a Jamaica-based film-making company is to begin soon.

New projects at home promise a boost for the export efforts of other Canadian companies. A gleaming Yamaha motorcycle sits in the groundfloor studio at Leighton & Kidd. It is being used in a video guide on sales and maintenance for Yamaha dealers, including those handling exports from the company's Canadian division. Another project is the making of a training film for foreign buyers of an innovative new boring machine, made by Lovat Tunnel Equipment Inc. of Toronto.

And there is a special gleam in John Leighton's eye these days about the future of Canadian export services. His company is negotiating the final details of a deal to supply a top-to-bottom training package for a brand new pulp and paper mill under construction in the Far East, and another for an oil refinery in the Middle East.

Article from Ontario Business News.

Canada-USSR Mixed Commission

A Soviet trade delegation visited Canada May 7-18, to participate in the fourth meeting of the Canada-USSR Mixed Commission held in Ottawa. The delegation was led by Mr. V.N. Sushkov, Vice-Minister of Foreign Trade.

The Canada-USSR Mixed Commission was established in 1976 under the Long Term Agreement for Economic, Industrial, Scientific and Technical Co-operation. Annual meetings provide an opportunity for a review of bilateral commercial relations and an exchange of views on trade and industrial co-operation between the two countries.

Following his stay in Ottawa, Mr. Sushkov and members of his delegation visited British Columbia, Alberta, Ontario, and Quebec for tours of Canadian industrial facilities. He also met with manufacturers of oil and gas equipment and firms in the transportation, marine, forestry, and food processing sectors.

Driving duo sets world record on Africa-to-Arctic race

Canadian adventurers, Ken Langley and Garry Sowerby, successfully completed their 21 000-kilometre odyssey and established a world record by travelling from the tip of Africa to the Arctic Circle by car in the fastest time ever recorded.

After surviving an ambush, desert heat and other tribulations of the road, the two Canadians were almost foiled by a Norwegian snowdrift within sight of the end of their Africa-to-Arctic challenge.

They were about six kilometres from the end of their journey at Nordkapp, the northern tip of Norway about 800 kilometres north of the Arctic Circle, when an icy road was blocked by a two-metre-high snowdrift.

Fortunately for them, a snow-removal crew was nearby and, after pleas for help, cleared a trail.

"Having gone through war zones and attacks by bandits, everything came to a grinding halt. But they cleared the road and we drove behind a plow," said Mr. Langley.

"He got through the last drift, pulled aside and we passed through to the finish line," he said. "We were the first people up there this year."

Mr. Sowerby said they were frustrated about being delayed so near the end but figured they could get out of it.

The two 33-year-old travellers from Halifax, Nova Scotia, who form Odyssey In-

ternational Ltd., had driven through three continents and 20 countries in 28 days, 12 hours and 10 minutes by the time they finished at 6:10 a.m. EDT May 2, thus establishing a new world record.

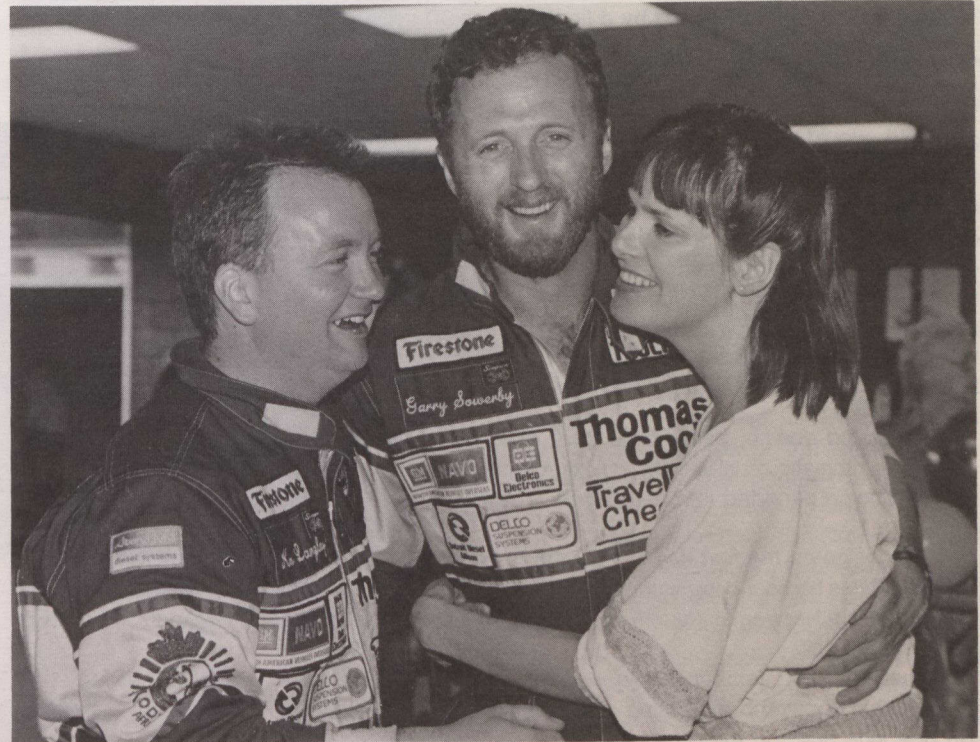
They were not the first to make the trip — a Briton did it alone in the 1950s — but they were the fastest by almost two weeks.

The trip was sanctioned by the Guinness Book of World Records. Mr. Langley and Mr. Sowerby are featured on the front cover of the current edition for driving a Volvo station wagon around the world in just more than 74 days.

Five days after they set out from the southern tip of Africa on April 4, they were ambushed by gunmen in northern Kenya. To avoid a frequently attacked highway in Ethiopia, they loaded their GMC Suburban on a railway car and travelled on a line that has been attacked by bazooka-wielding rebels.

After crossing the Red Sea on a barge, they drove through the Middle East, coming within 30 kilometres of the Iraq-Iran war zone. They later bribed border guards to enter Turkey, although they had visas.

Once out of the trouble areas, they sometimes drove non-stop for as much as 28 hours at a time to make up lost time, stopping only for gasoline, food and the occasional sleep and shower at a hotel.



Two Halifax adventurers, Ken Langley (left) and Garry Sowerby (centre) are welcomed home by Mr. Sowerby's wife, Jane.