

## Music companies exhibit wares at Paris show

Twenty-one Canadian firms displayed their products at the tenth Paris Music Fair held in Paris, France, April 10-17.

The companies taking part in the show, under the sponsorship of the Department of External Affairs, were: Casavant Frères Limited, Saint-Hyacinthe, Quebec; Distribution Musantiqua, Richelieu, Quebec; Les Editions Doberman Inc., Saint-Nicolas, Quebec; Enceintes et Contenants



*Kada Music's innovative line of high quality leather and nylon guitar and banjo straps are available in many styles and colours that will complement any costume.*

Alucase Ltée, Montreal, Quebec; The Frederick Harris Music Co. Limited, Oakville, Ontario; Heintzman Limited, Whitby, Ontario; Kada Music, Weston, Ontario; Lado Musical Incorporated, Toronto, Ontario; Larrivée Guitars, Victoria, British Columbia; La Si Do Inc., Montreal, Quebec; La Menuiserie Everest Inc., Montreal, Quebec; Neary Industries Limited, Kentville, Nova Scotia; Norman Musical Instruments Inc., La Patrie, Quebec; Odyssey Guitars Limited, North Vancouver, British Columbia; Peate Musical Supplies Limited, Montreal, Quebec; Les Pianos Lesage Limitée, Sainte-Thérèse, Quebec; Rydez Corporation, Montreal, Quebec; S. Sabathil & Sons Ltd., Vancouver, British Columbia; Sabian Ltd., Meductic, New Brunswick; Staccato Drum Co., Kamloops, British Columbia; and Yorkville Sound Ltd., Scarborough, Ontario.

Participation at international trade

shows is one of Canada's major marketing techniques. These events offer the buyer a first-hand opportunity of comparing quality and prices against competing producers.

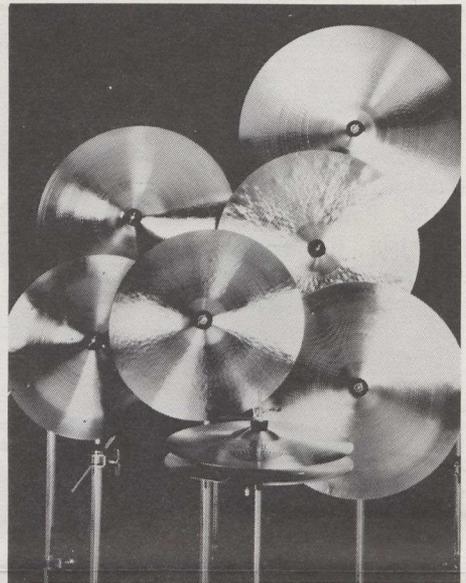
### Exports grow

The Canadian musical products industry has achieved an impressive record of both domestic growth and increased acceptance in major export markets. Total production during 1981 was estimated at about \$50 million (Cdn) of which \$20 million was shipped to international buyers. The industry is growing at an average rate of 15 per cent annually.

Among Canadian companies, almost all have some degree of exporting experience and have from 20 to 80 per cent of capacity available for export sales, with the capability of expanding production by an additional 20 to 50 per cent, if required.

The manufacturing sector of the industry consists of approximately 70 firms. About 90 per cent of the industry is Canadian-owned, providing greater freedom in policy decisions and more flexibility in serving the needs of the export markets.

The industry consists of three sectors: musical instruments and accessories



*Sabian brings the beauty and sound perfection of Turkish cymbals to North America. These Sabian AA cymbals are made from high quality cast bronze, and are machine hammered to produce a bright and penetrating sound.*

(wind, string, percussion and keyboard instruments), audio and sound amplifiers and publishers.

Despite the current world-wide economic environment, the Canadian musical products industry has maintained an annual growth rate average of about 15 per cent — which has outpaced gains in



*It takes six craftsmen six weeks to build this Heintzman 1.8-metre grand piano. Its sound-board is made from selected Northern Sitka spruce and is supported by curved ribs to ensure lasting resonance. Twelve thousand components combine to achieve the shaping, voicing and feel known only in a Heintzman.*