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1986 World Exposition - Vancouver, BC
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The creation of sophisticated high-technology equipment for use by both industry and home consumers is an important component of research in Canada. A few of the more recent innovative technological developments in the country are outlined in articles on pages 4-5.

ASEAN trade boosted by new strategy, 1

Canada-ASEAN trade, 3

Commonwealth Caribbean trade development plan, 3

Technological innovation: mirrors made in space, dumping unit, high-tech train, insulated glass, robotic hand, computer chips, 4-5

Deficit-reducing budget to secure economic renewal, 6

Morrice exhibition crossing Canada, 7

Trade update, 8

Quebec City joins World Heritage list, 8

News briefs, 8

ASEAN trade boosted by new strategy

International Trade Minister James Kelleher, accompanied by 40 Canadian businessmen, visited four Association of Southeast Asian Nations (ASEAN), February 11-21, to expand Canadian trade and investment in the area. The successful trip to Singapore, Indonesia, Malaysia and Thailand was part of a two-week "around-the-world" mission in support of the government's global trade strategy. Mr. Kelleher also visited London (see *Canada Reports*, March 5, 1986) and Hong Kong.

The mission was Mr. Kelleher's third official visit to the Asia/Pacific region in the past 12 months. He visited Korea and Japan in February 1985 (see *Canada Weekly*, February 27, 1985), as well as Australia and New Zealand in November (see *Canada Reports*, December 18, 1985).

Successful dealings

Following his latest mission, Mr. Kelleher said, "I am extremely pleased at what we were able to accomplish on this trip".

The Asia Pacific region is now Canada's second most important trading block, noted Mr. Kelleher. "On this trip I have had the pleasure of announcing almost \$100 million worth of contracts awarded to Canadian firms now doing business in this vital area. As for the future, we have opened lines of credit for more than \$65 million to facilitate new exports to the region," he said.

Mr. Kelleher added "the amount of business we have done and the high level of acceptance we have met demonstrate the tremendous potential for Canadian business in

the ASEAN area and throughout the Pacific Rim. This is why, under our national trade strategy, we have been dedicating so much effort in terms of increased funding and human resources, to our Pacific Rim trade thrust".

Technology for Singapore

In Singapore, February 11-12, Mr. Kelleher, announced that Sarnia, Ontario's Polysar Limited, a world leader in high technology petrochemical products, will open a representative office in Singapore in the second half of 1986. "This new office will focus on business development, market research, sales promotion, and providing technical services to the Asia Pacific region," he said.

"From a Canadian perspective, Polysar is making an invaluable contribution not only to strengthening the Canadian presence in Singapore, but to expanding the awareness in the region of the Canadian achievements in petrochemical marketing and research, especially the high technology capabilities Canadian firms offer," he added.



Mr. Kelleher (left) is greeted by President Soeharto in Indonesia during his visit to four ASEAN countries in February.

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