

Trading house directory published

The most complete and up-to-date list of trading houses in Canada has been published in the *Directory of Canadian Trading Houses* which profiles more than 640 trading houses operating in Canada, their products, methods of operation and markets served.

The directory, compiled by the Department of Industry, Trade and Commerce and Regional Economic Expansion, contains information supplied by the trading house sector to the department's Business Opportunities Sourcing System.

One of the Canadian government's main priorities has been to facilitate the entry of small- and medium-size Canadian industries into the export market. Trading houses are particularly suited for use by small- to medium-sized manufacturers who cannot sustain the high initial set-up cost of starting an export division or whose potential sales may not warrant the establishment of such a full-time function. The aim of the directory is to publicize the Canadian trading house sector and the viability of such trading houses as a means of trade facilitation.

Exporting and importing companies

The term "trading house" is a catch-all phrase used to describe companies engaged in the exporting and/or importing of goods produced or manufactured by others and in the provision of ancillary services that may include market research, export management, export documentation, freight forwarding, insurance and financing. Export merchants, management companies, agents and brokers, foreign-project procurement specialists and buying houses fall under this definition.

Owing to their very flexible nature, trading houses can also handle package deals and tenders consisting of a varied number of products from different producers. The directory contains a section on how its information can be best utilized and a list of specific factors to be considered in contracting with a trading house to export products.

Included in the distribution of the *Directory of Canadian Trading Houses* are all Chamber of Commerce offices and local business organizations in each region of the country.

The directory will be updated annually so that new companies can be included as well as new product and market coverage of existing companies.

Turkish diplomat's death

Secretary of State for External Affairs Mark MacGuigan, in a statement August 27, expressed his horror and condemnation of the assassination in Ottawa of Turkish military attaché Colonel Atilla Altikat.

"This brutal and senseless crime can only inspire repulsion on the part of all civilized men and woman. We have learned to our sorrow that no country is safe from such outrages, but Canada stands firm in its determination to combat terrorism in all its forms and to seek out and punish the perpetrators of such acts," said Dr. MacGuigan.

The Secretary of State for External Affairs extended his sympathy to Colonel Altikat's wife and children.

Canadians break flying record

Two Canadians recently broke the world record for circling the globe in a single-engine plane by more than 29 hours.

Don Muir of Sioux Lookout, Ontario and flying instructor André Daemen of Montreal surpassed the record when they landed their *Cessna 210* at Dorval airport in Montreal on August 7 at 4:28 p.m. after flying for six days, seven hours, 25 minutes and 47 seconds.

The flight, undertaken to raise \$1 mil-



André Daemen (left) and Don Muir relax after landing their *Cessna 210* airplane at Dorval airport in Montreal.

lion for cancer research, was organized by Wings of Life, a non-profit organization founded in 1981 to raise money for medical research.

Prime Minister Pierre Trudeau sent a telegram of congratulations to the flyers for their contribution to cancer research, saying their "bravery and courage in this adventurous undertaking will long be remembered".

Money raised for research

Some \$220 000 has been raised to date in cash donations and corporate pledges and pilots and cancer society officials are hopeful that publicity surrounding the flight and the eventual sale of the plane — worth \$250 000 — will draw more funds. A souvenir book about the flight is also expected to generate increased revenues.

During the globe-circling trip, stops were made in St. John's, Newfoundland; Shannon, Ireland; Naples, Italy; Cairo; Bahrain; Bombay; Madras; Kuala Lumpur; Manila; Guam; Majuro; Honolulu; San Francisco, Denver and Chicago; where Air Canada personnel prepared flight schedules and made mechanical checks, limiting stops to less than 30 minutes. Weather conditions were good for most of the trip but there were some tense moments when a thunderstorm struck during the flight between Kuala Lumpur and Manila. The plane was fitted with an extra fuel tank and a bed allowing the pilots to take turns flying and sleeping during the flight.

The previous record of seven days, 13 hours, 13 minutes and 27 seconds was set by Robert Muckleston from Seattle, Washington in 1978.

Swimmer exceeds channel mark

Cindy Nicholas, a 25-year-old law student from Toronto, Ontario recently broke her Guinness book two-way crossing of the English Channel record by 17 minutes. Miss Nicholas swam to France and back in just 18 hours, 55 minutes to record the best time ever for men and women.

Miss Nicholas had set out for a training swim but the weather turned bad mid-way through her third crossing after 23 hours in the water. Miss Nicholas gave up after 3.5 hours into her third crossing.

Despite her record-shattering swim, the Canadian swimmer admitted disappointment in failing to stretch the non-stop swim to three crossings.

Drew Gragg, The Citizen