

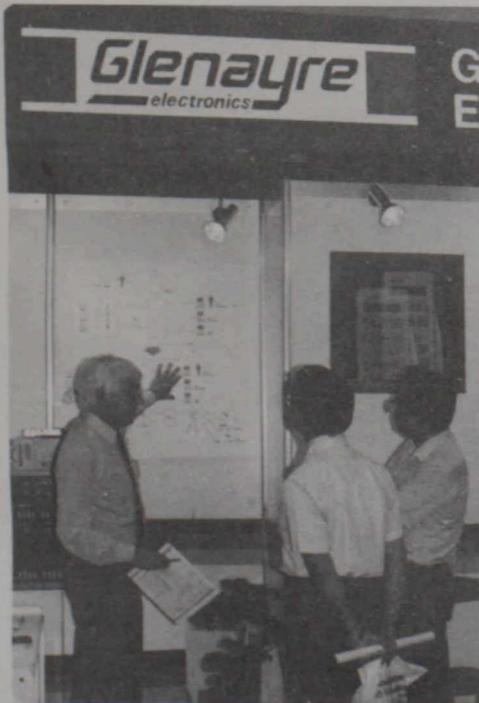
Canada Fields Strong Team For Asia-Telecoms '85

Canada participated with a strong team of 15 exhibitors and an exhibition space totaling 220 square meters at the ASIA TELECOMS '85 exhibition, May 14-18, 1985.

As the world's second largest country spanning seven time zones, telecommunications has been a vital factor in the country's national development. This has required that Canada be in the forefront in the development of telecommunications equipment. Canadian expertise has worldwide application with development of technologies ranging from space satellites to rural telecommunications projects in Africa and Asia. Canada exported \$1.4 billion of telecommunications equipment and services in 1984 together with a further \$1 billion of related office machinery and equipment. Asia has been designated as one of the principle marketing areas for Canadian products.

As one of the six leaders in telecommunications, Canada has always played a leading part in exhibitions organised by the Geneva-based 159-member International Telecommunications Union (ITU). "This is the first time that ITU has held an event outside Switzerland", said George W Seymour, High Commissioner for Canada in Singapore. "It's only natural that we would participate and come to Singapore with a strong team."

The Canadian team presented its technology in a national stand housing 13 exhibitors. Two more exhibitors, Canada's techno-star Northern Telecom and the consulting firm of Telecommunications Services International (TSI)



Demonstration of Canada's technology capability.



A few of the many delegates attending Asia Telecoms '85 Exhibition.

maintained their own independent stands in other parts of the exhibition.

The Singapore conference/exhibition featured the two central themes of Integrated Services Digital Network (ISDN) and mobile/cellular radio. "We have developed leading edge technologies in both areas", said the High Commissioner. "That's why we have come with such a large number of exhibitors. Ten of our firms will show mobile/cellular radio systems, two will demonstrate ISDN technology, two will present consulting services and one will show advanced space communications".

"Northern Telecom is already well-known in Singapore and its products have found acceptance both in the public and private sectors. However, one of the purposes of our strong representation here is to impress upon the world's experts assembled in Singapore what a variety of products we have developed to meet their technical needs".

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Atlantic Trade Delegation

A 16-member Canadian trade delegation, led by The Honourable Roger Bacon, Minister of Agriculture and Marketing, Government of Nova Scotia, recently visited Singapore.

The delegation arrived in Singapore as guests of Air Canada, to take advantage of the newly inaugurated air service to establish trade links between Canada and Singapore.

During their six-day visit, the group toured Jurong Town Corporation, Port of Singapore Authority, Sentosa Development Corporation and Singapore companies to discuss business opportunities.

The delegation comprises senior executives of Canadian corporations from a cross-section of industries in Atlantic Canada, which include the provinces of Nova Scotia, Newfoundland, New Brunswick and Prince Edward Island.

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