



A major Canadian bank's trading room in London.

businesses with which they have invested. Canada leads West Germany, France and Japan in availability of risk capital.

Government sources: The Federal Business Development Bank is a Crown corporation which helps most types of business in Canada, particularly those of small to medium size. The FBDB offers three principal services: (1) financial services (loans, loan guarantees, and financial planning with special attention to exporting); (2) investment banking; (3) management services such as counselling and training.

Export Development Corporation is a Crown corporation whose purpose is to develop Canada's export trade. It does so by offering services in three broad categories: insurance, guarantees and export

financing. Any business in Canada can use EDC's services if: (1) there is an export sale; (2) the transaction is economically sound; (3) the buyer is credit worthy; and (4) the goods or services have a Canadian content of at least 60%.

Each province also has its own financial agency which provides financial assistance in the form of a direct loan guarantee to companies in that province. These agencies complement rather than compete with other financial institutions.

Canada has no foreign exchange controls: all profits, dividends or royalties can be remitted at will.

For more specific information on sources of financing, call Bob Fournier at the Canadian High Commission on 01-629 9492, extension 681. ♦

## Conquering the world from Oromocto, New Brunswick

One company that has found Canada to be an ideal base from which to conquer the world is Process Technology Limited, a manufacturer of semiconductor products and processing equipment. Last year, it won Canada's highest award for exports, and along the way picked up national awards for both entrepreneurship and for marketing.

Oromocto, New Brunswick, seems an unlikely base from which to tackle international markets in a competitive high-technology field. But Process Technology Limited has found it to be anything but a handicap.



George Jenkins (left), receiving Canada Award for Excellence from federal minister André Bissonnette.

Since the company was founded in 1982, its sales — and its exports — have soared. Revenues from sales were \$634 000 during the first year, but had increased to \$7.4 million by the third year.

Meanwhile, exports have increased so that they now represent some 95 per cent of the firm's sales volume, and include sales to most of the major semiconductor manufacturers such as Motorola, Intel, National Semiconductor, Signetics, Bendix, Mitel, Perkin Elmer, Monsanto, IBM, Bell Labs, Fairchild, Xerox, Ford Aerospace, Northern Telecom and AT&T.

In addition to making semiconductor sales throughout the United States and Europe, the company has sold deposition systems to customers in Japan and Israel.

The result is that the company last year won Canada's highest export distinction — a Canada Export Award. In addition, it won two Canada Awards for Excellence — a gold for entrepreneurship and a silver for marketing.

### Detailed marketing plan

To develop high-tech business in a remote section of New Brunswick, a detailed marketing plan was prepared at the outset. A vice president in charge of marketing was hired to provide the technical knowledge essential for sales, which were targeted to major semiconductor manufacturers rather than minor users of process equipment.

Furthermore, to provide rapid service for product delivery, an aircraft was purchased to connect with US airlines and their major markets.

The company also employed marketing representatives in several countries, including five serving the US market, one in Britain, one in the Netherlands and one in Japan.

### First in World

All products manufactured by Process Technology are new entries to the Canadian export and domestic markets.

The company's initial licence from Bell Northern Research was to manufacture a superior low-pressure chemical vapour deposition (LPCVD) system for depositing thin films on silicon wafers that had been developed by George Jenkins, founder of Process Technology, while employed with Bell Northern and Northern Telecom.

The generation of layers on silicon and gallium arsenide wafers is essential in the fabrication of integrated circuits.

Process Technology developed the first com-