

Business

Canadian cheer for lager drinkers in the Midlands and North

Malcolm the Mountie – who 'always gets his can' – has arrived in Britain to promote Labatt's, Canada's best-selling lager, now being brewed in this country. The Canadian company has gone into partnership with regional brewers Greenall Whitley and Davenports in a bid to become the top lager brand in the UK.

John Labatt founded his brewery in 1847 in London, Ontario, and his beer quickly gained a reputation for quality. Labatt's India Pale Ale, for example, won first prize at the International Exhibition held in Philadelphia in 1876.

Since those early days, the company has become Canada's largest brewer with brewing operations in every province except Prince Edward Island. It now markets 40 different brands, and has made inroads into the competitive US market.

In Britain, Labatt's will be selling its lager in two strengths. The first barrel was tapped in February, and as part of the promotional campaign Labatt's award-winning Lumberjack Team has been putting on logging displays in major towns and cities.

John Morgan, President and Managing Director (Europe), is confident that Labatt's lager will pose a considerable challenge to Australian and continental brews. 'The dynamic and

profitable UK lager market provides an excellent opportunity for Labatt's to be the first to mass-market a quality Canadian lager in draught and packaged formats,' he says.

Manitoba opens trade office

The Manitoba Government has established an investment office based in Rotterdam, The Netherlands.



Anna Maria Magnifico has been appointed the province's trade and investments representative and her responsibilities include attracting European investment to Manitoba, increasing entrepreneurial immigration from Europe, identifying export opportunities for Manitoba companies and enhancing overall commercial ties between Europe and Manitoba.

Their address is:

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The Streamliner, designed by Count Alexix de Sakhnoffsky for Labatt's in the early 1930's, will be touring Britain to support the Labatt's draught lager launch.

Financial Times acquires stake in Canadian business daily

Toronto's importance as a financial centre received another boost in February with the launch there of an all-business daily. The new look *Financial Post* is being published by a consortium which includes the *Financial Times* of London and Canadian Conrad Black, who is also chairman of Britain's *Daily Telegraph*.

The *Financial Post* has always been considered a highly-regarded business and financial weekly. The Toronto Sun Publishing Corporation bought the paper from Maclean Hunter in a £20 million deal and will keep a 60% controlling interest in the paper. The FT and Mr Black will own 25% and 15% respectively.

It is part of the FT's new strategy to acquire stakes in other financial dailies throughout the world, in order to exploit the journal's database to the full. Frank Barlow, the *Financial Times* chief executive has expressed delight at being involved in the launch of the new paper, one of Canada's leading providers of financial information.

Aerial survey industry receives boost from federal government

Ottawa has signed a co-operative agreement with Canada's aerial survey industry, which will enable the industry to expand into remote sensing and imagery by satellite, hydrographic mapping and geodetic surveying, and to gain overseas contracts.

Canada is a world leader in aerial surveying. The industry, which has become extremely sophisticated, is making extensive use of computers for data collection, and is increasingly using videotape for the storage of images and data.

Canada's share of the international market for advanced mapping systems is now worth more than £10

Communications '88 May 10-13 Birmingham

Canada has pioneered a number of major communications developments and examples of its expertise will be on display at a major International Exhibition, *Communications'88*, being held in Birmingham 10-13th May 1988. Twelve Canadian companies will be displaying products ranging from telex exchanges to mobile data systems.

Full details of the Exhibition and the Canadian participants may be obtained from:

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million. However, over the next five years, the industry expects to increase its share in this rapidly expanding field to around £500 million.

The federal government is keen to help the industry to achieve this target, so Canadian officials posted round the world will be watching out for potential projects with a view to gaining new contracts for the home-based industry.

UK defence ministry selects Canadian search and rescue system

Space-age group Canadian Astronautics Ltd – in consort with a UK firm – has landed a contract to supply Britain's Ministry of Defence with a COSPAS-SARSAT ground station, known as the Local User Terminal (LUT). COSPAS-SARSAT is an internationally operated satellite-aided search and rescue system.

The new LUT will be located at the Royal Aircraft Establishment's facility at Lasham Airfield. Once it becomes operational, the terminal will be able to pin