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Yugoslav market yields healthy harvest

There's no denying that language and cultural differences can be impediments to international trade.

There's also no denying that, with preparation, perseverance and patience, those barriers can be broken down, opening doors to whole new export opportunities.

That approach applies to Canadian companies interested in exporting their products and services to Yugoslavia, a country whose import requirements are in fields in which many Canadian firms are experts.

These opportunities, according to the latest in a series of trade guides published by the Department of External Affairs, run the gamut from fully manufactured goods to joint venture and licensing arrangements.

Yugoslavia: A Guide for Canadian Exporters notes that, between 1979 and 1981, Canada's presence in the Yugoslav market grew respectably, with Canadian

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Canada-Thai dialogue more than mere talk

There was more than just talk at the Thai-Canadian Dialogue on Trade and Investment held late last year in that country's capital, Bangkok.

Among the concrete results, trade officials report that, in addition to learning about the latest business trends that could benefit both countries, Canadian participants developed valuable contacts with potential importers.

What is more, a number of Canadian representatives confirmed or actually concluded joint venture arrangements with their Thai counterparts.

Included here were agreements between:

- Imperial Flavours of Toronto and Prachuab Fruit Canning Co. for the production and marketing of pineapple juice concentrate;
- Congas Engineering Canada Ltd. and The Sino-Thai Engineering Construction Ltd. for natural gas distribution technology transfer; and
- Pacific Rim Foods Inc. and Asia Chemical Fertilizer Industrial Co. Ltd. for the production of fertilizer.

As well, Oboe Engineering Ltd. of Ottawa

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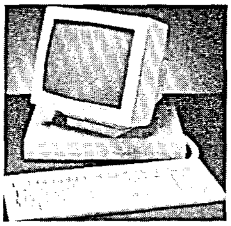
Contracting China



Cybernex RG-220 Turbo terminal

Sometimes the mills of the gods grind slowly.

Sometimes that's what Canadian exporters have to learn — especially when attempting to break into certain foreign markets.

That, for example, is what an Ottawa, Ont. company — Cybernex Ltd. — discovered in ultimately contracting a major deal with the People's Republic of China.

"The deal was almost a fluke," says Cybernex President David Londry, intimating the company just happened to be in the right place at the right time.

That may be true, but in this particular case, time — and the supplier having the right product — were also deciding factors in clinching the China deal.

A manufacturer of the RG-220 Turbo video display terminal, Cybernex had been trying to break into the China-Pacific Rim market almost since 1974, when the company was established.

In 1984, in what seems like a long three

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Pipeline contracts hardly pipe dreams

Two pipeline contracts worth a total of $40 million — and won in the face of stiff international competition — have been awarded to Calgary-based NovaCorp International by Malaysia's national oil and gas agency, Petronas.

These follow closely another million-dollar-plus contract awarded to NovaCorp by Botas, the state pipeline company in Turkey.

The Malaysian contracts, for project management/consultancy and operations and maintenance, are part of the approximately $650 million, 730 km pipeline that will extend from Malaysia's east coast to the west and onto Singapore.

They are also considered "prestigious" contracts and, by all accounts, indicative of what Canadian missions abroad can do to help Canadian companies secure export deals.

On signing the contracts Dec. 6, NovaCorp President Don Olafson said the company was "delighted to have won in view of the stiff competition" it faced.

"They will strengthen NovaCorp's international reputation as a leader in the

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Agreement fosters trade with France

It's being described as "the most important economic agreement signed by Canada and France in recent years."

That's the Agreement on Economic and Industrial Co-operation, signed by External Affairs Minister Joe Clark and his French counterpart Jean-Bernard Raimond, during the latter's visit to Canada in mid-January.

Of particular relevance to small businesses, the Agreement is designed to expand industrial co-operation through the "promotion of joint ventures, transfer of technology, investment activities and joint research and development projects" between Canadian and French companies.

The Agreement also calls for participation by the Department of Regional Industrial Expansion (DRIE), the National Research Council (NRC) and other federal agencies.

Effective at the time of its signature, the five-year Agreement notes, among other articles, that the countries agree to:

- promote co-operation between businesses in both countries and to intensify their technological development, especially in new technology sectors;
- collect and identify information on businesses in each country that might be interested in co-operation;

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