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Dr. Hisano Kita, President of Hitachi Canada Ltd., launched the Saskatoon plant and has been living in Canada for eight years. He says, "After seeing the diligence and efforts of Saskatchewan people, I believe other companies could locate here and have similar results."

our employees are rural or small-town people with a strong work ethic and deep roots in the community. This makes for a highly productive and stable workforce. Furthermore, labour costs compare very favourably with both the United States and Japan."

An additional advantage is the low exchange rate of the Canadian dollar in relation to

both the US dollar and the yen.

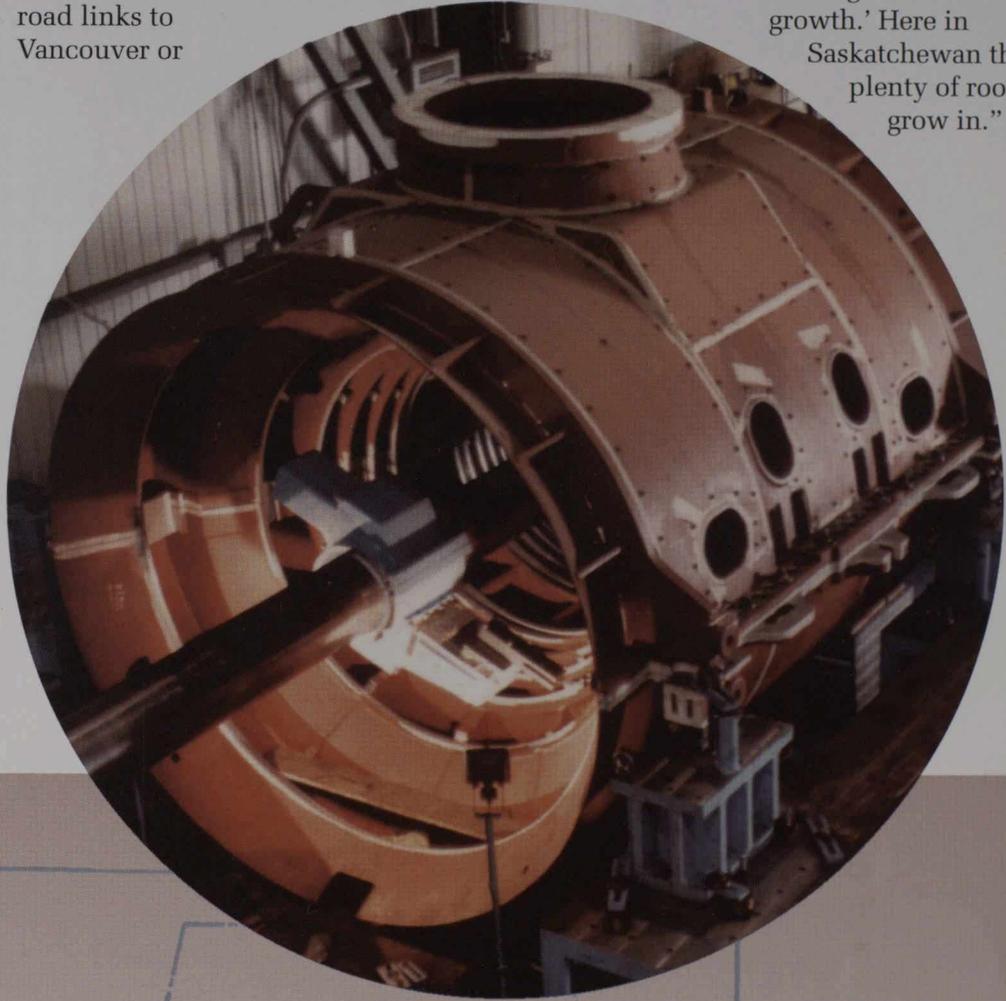
Saskatoon also scores high in terms of physical access to Hitachi's major markets. "We can deliver to any point in the United States by truck within two or three days" says Vidal. "We also have excellent road links to Vancouver or

Seattle for shipments to Japan."

Another asset that comes with the Saskatchewan prairie location is plenty of low-priced land — according to published newspaper reports, HCL paid \$85,000

for 6,000 square metres of land next door to its main site in a fully serviced industrial park. "Indeed", says Vidal, "land costs here are so low as to be almost a non-issue. That's an important advantage: our motto is 'Slow growth but steady growth.' Here in

Saskatchewan there's plenty of room to grow in." ♦



Mr. Joe Vidal, Plant General Manager, is supervising the latest of HCL's many expansions.

