

# CANADA SUPPORTS INFOFISH

At a ceremony on February 17, 1989, Canada's High Commissioner to Malaysia, Garrett Lambert, presented a cheque to the Director of INFOFISH, Mr Henri de Saram, signifying Canada's support for this independent Kuala Lumpur-based intergovernmental organization. Canada will contribute \$186,000 over a three-year period to INFOFISH to assist in strengthening and expanding its program activities.

INFOFISH provides private sector organizations in member countries in the Asia-Pacific region with services to support their fish trade activities. This includes a fisheries marketing information service, a trade promotion service to facilitate contact between member country suppliers and fish/fish product buyers worldwide, and a technical advisory service covering such areas as fish processing, quality control, product development and plant design.

From the standpoint of Canadian private sector interests, an important feature is the equipment register maintained by INFOFISH. This register lists suppliers of fisheries equipment, a database upon which organizations in member states can draw in sourcing their equipment requirements. In order to appear in the registry, interested suppliers should provide INFOFISH with copies of their equipment catalogues.

Mr Henri de Saram, Director  
INFOFISH  
P.O. Box 10899  
50728 Kuala Lumpur  
Malaysia.  
Telephone: (03) 291-4409  
Cable: INFOFISH Kuala Lumpur  
Telex: INFISH MA 31560  
Facsimile: (603) 291-6804

*High Commissioner Lambert presenting the cheque to INFOFISH Director Henri de Saram*



*At the presentation ceremony. From left: Mr Chew Chan Ying, General Manager of Computer Engineering Systems; Mr Lim Chin Beng; Mr Peter Crombie; and High Commissioner Sean Brady*

## SIA INSTALLS \$625,000 CAD SYSTEM

Singapore International Airlines (SIA) has successfully implemented a state-of-the-art computer-aided design (CAD) product called "Mountain Top" from Accugraph Corporation of Toronto. The system was formally handed over to the deputy chairman of SIA, Mr Lim Chin Beng, on November 9, 1988, in a ceremony attended by High Commissioner for Canada Mr Sean Brady and Chairman of Accugraph Mr Peter Crombie.

Accugraph is particularly pleased that SIA has agreed to be a reference account, with result that other regional airlines (including Thai International and Cathay Pacific) are already interested in the system. There are also excellent prospects for follow-up sales to SIA.

Accugraph's "Mountain Top" has a wide range of applications within SIA. This system is also penetrating the architectural planning and design market in Singapore. At least one of Singapore's new office towers was designed with this system.

The success of Accugraph efforts in Singapore is partly due to their participation in Singapore Informatics, a major regional computer hardware and software show, in 1986 and 1987. The company was one of the largest and most impressive exhibitors in the Canadian National Pavilion. Partly as a result of this exposure, Accugraph attracted the attention of Singapore's largest system house Computer Engineering Systems Pte Ltd, which is now Accugraph's local representative.

## Singapore Buys State-of-the-Art Software

Husband and wife team, Grahame Shannon, President of Coastdesign Inc., and Shirley Young, came to Singapore for a sales promotion seminar from October 14-18, 1988.

The seminar on state-of-the-art Canadian-developed software packages — AutoSHIP, a PC-based hull design and fairing program, and AutoGHS, a powerful and sophisticated ship hydrostatics program for commercial Naval architects — was received with great enthusiasm by local ship architects, shipyards and tertiary institutions. Three sales valued at US\$30,900 were made immediately after the seminar, and three more sales are very likely to be closed during the next two months. In addition, a local educational institution has expressed interest

in buying the licence for 20 packages.

Mr Denis Comeau, Counsellor (Commercial/Economic), Canadian High Commission, Singapore, said that the Coastdesign sale was but one of the success stories of the Canadian IT marketing efforts in Singapore. He added that seminars such as the one conducted by Coastdesign Inc. are an important marketing tool for Canadian companies wanting to capture the highly sophisticated Singapore Information Technology (IT) market.

The Canadian High Commission regularly assists in identifying and inviting potential customers, agencies, distributors and institutions on behalf of Canadian companies.