

# CANADEXPORT

Vol. 11, No. 20

December 1, 1993

## Quality Products Mean Business Profits

It is estimated that the production of non-quality merchandise costs the Canadian economy an astounding \$100 billion per annum. The cost alone to individual manufacturers of producing a non-quality item results in an average loss of between 15 per cent and 20 per cent of revenues.

This is coupled with pressure for Canadian businesses to become more competitive — in quality as

well as price. Major corporations worldwide are requesting that their suppliers be ISO 9000 registered. Already, European businesses that have implemented ISO 9000 are prospering in the marketplace.

Europeans are moving quickly: in the UK only, approximately 25,000 businesses are already certified; Canada, so far, has some 500. Clearly, Canada must meet the quality challenge to

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BUREAU DE LA MINISTRE DES AFFAIRES ÉTRANGÈRES

**SUPPLEMENTS**

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remain competitive.

To this end, Government Services Canada (GSC) and Industry Canada (IC) have announced the Supplier Quality Initiative (SQI) which will require companies competing for GSC business to comply with ISO 9000 standards. The SQI is designed to ease the transition towards ISO 9000 implementation and to make quality management a priority for doing business in Canada.

The initiative will require suppliers doing business with GSC to be registered to ISO 9000 by an accredited registration organization, where applicable. GSC will be able to purchase goods and services from suppliers with established quality management systems, helping to ensure that it buys what its clients want, at the level of quality they expect, and at a competitive price.

At the same time, the initiative will create the impetus to meet these world-class standards, thus help-

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## HOME AGAIN!

Our new Minister for International Trade, the Honourable Roy MacLaren, started his adult career as a Foreign Service Officer with the Department from 1957 to 1969, with postings in Hanoi, Prague, Geneva and New York City. Before entering politics, he also worked for major international corporations such as Massey-Ferguson and Ogilvy & Mather, where he was, respectively, Vice-President

and President. Since 1977, he has been the publisher of *Canadian Business Magazine*.

First elected in 1979, Mr. MacLaren was appointed to Cabinet in 1983 as Minister of State (Finance) and in 1984 was promoted to Minister of National Revenue. He has served as the Official Opposition Critic for Trade and Chair of the Caucus Committee on Economic Policy. He and his wife have three children.

## Trade Office Opens in Johannesburg

With the lifting of Commonwealth trade, investment and financial sanctions against South Africa, the Department of Foreign Affairs and International Trade has opened a Canadian Trade Office in Johannesburg.

The office is being managed by Randy Harwood, Senior Trade Commissioner. Sylvia Cesaretto is the second Canadian Trade Commissioner. Bruce Fraser, formerly in Pretoria, remains as Commer-

cial Officer, based in the new office. A second Commercial Officer will be on staff shortly.

The office address is: Canadian Embassy (Trade Office), Craddock Place, 5 Craddock Avenue, Rosebank, Johannesburg, South Africa. Tel.: (011) 27-11-442-4184/5/6. Fax: (011) 27-11-442-4187.

The mailing address is: Canadian Embassy (Trade Office), P.O. Box 1394, Parklands, Johannesburg 2121, South Africa.

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