

CA1  
EA967  
C11  
Dec. 1987  
DOCS

# CANADA~ASEAN

ISSN 0129 - 9638



Dept of External Affairs  
Min. des Affaires extérieures  
DECEMBER 1987 VOL 4  
OTTAWA

## Fitness firm seeks partners

Hydra Fitness Asia, the Singapore-based operations of a Canadian exercise equipment manufacturer, is seeking local partners or representatives to market its equipment in the other ASEAN countries.

Dr. Ray Manz, President of Hydra Fitness Industries, and his wife and business partner, Elaine, brought Hydra Fitness to Singapore in 1985.

manufacturing the American designed equipment since 1984 and has the exclusive marketing rights for Europe and Asia.

"In the past year, our equipment has enjoyed tremendous sales in Europe and very good results in Hong Kong and Singapore," commented Dr. Manz. "Now that Hydra Fitness is entrenched in Singapore, we are aiming to get things rolling in the other ASEAN countries."

For its part, Hydra Fitness will provide whatever knowledge and assistance the local representative requires regarding any aspect of health and fitness, the design and management of fitness centres, and the training of staff, as well as sales concepts based on research studies.

In Singapore to-date, Hydra Fitness has trained fitness instructors for clubs at the Pan Pacific and Marina Mandarin



The Hydra Fitness gym; a fully functional showroom.

"It took us a year to realise just how different the Asian market is," remarked Dr. Manz. "In that time we found out that trying to sell our equipment with just brochures and research reports would not work."

To overcome this problem, Dr. Manz set up the Hydra Fitness Centre at the Singapore Sheraton Towers, in early 1986, to act as an operational demonstration centre for the company's full line of exercise equipment which is based on the use of hydraulics rather than weights.

Hydra Fitness Industries has been

### Local reps

Recognising that market conditions vary in each of the countries, Dr. Manz has decided to look for local representation.

He is interested in individuals or companies with the financial resources to properly promote the equipment and set up an active showroom similar to the fitness centre in Singapore which, once established, will generate its own income from membership fees.

hotels and several condominiums. It also manages fitness centres at the Sheraton Towers and Singapore Island Country Club.

Good government contacts would be a plus for any local partner, adds Dr. Manz, as the big market for fitness equipment is the government sector not the private consumer.

The Canadian Air Force, Army and Navy all use Hydra Fitness equipment. "In fact, a Canadian fighter squadron did

(Continued on page 2.)



# Polysar awarded special status

Canadian multinational Polysar International SA, which established regional operations in Singapore last November, has now been granted Regional Operational Headquarter status by the Singapore government.

### Tax concessions

The world's largest manufacturer of synthetic rubber and latex, Polysar is the seventh multinational to be awarded such status. Under the award, the company will be given a concessionary tax rate of 10 per cent over seven years on income generated by management fees, interest and royalties plus other headquarters income.

Polysar set up an Asia-Pacific regional headquarters to demonstrate its commitment as a supplier of synthetic rubber to the region. A further indication of this commitment is the establishment of a C\$1.2 million technical laboratory in the Singapore Science Park due to be operational in December.

### Better customer service

Des Threadingham, the new Technical Director of Polysar's laboratory, said, "The lab is a logical extension of the regional headquarters. It will enable us to serve our Asia-Pacific customers better by providing on-the-spot technical services. At present, customers must rely on technical service assistance from Europe or the United States."

The technical centre is expected to employ about 20 people in four to five years, with nearly all of them being hired locally.

Polysar's current turnover from the regional office is \$105 million. This is expected to see a five-fold increase by the 1990s.

According to Mike Hicks, Polysar's Asia Pacific President, this increase will not be possible without having more than one manufacturing plant in the region. A decision on plant facilities will be made in the next two to four years.

At the moment, the company has a manufacturing agreement with Singapore Polymer Corp., to blend plastics with natural rubber.

## Alberta Delegation

The Minister of Career Development and Employment for the Alberta Government, the Honourable Rick Orman, led a six-man delegation to Singapore to discuss trade, investment and business opportunities in Alberta.

### Asia-Pacific tour

The delegation was on an Asia-Pacific tour which also visited Brunei, Malaysia, the Philippines and Hong Kong.

During the October visit, the Minister spoke to a meeting of the Canadian Business Association and held talks with the Singapore Chinese Chamber of Commerce and various elements of Singapore's business community including industry and finance.



*Hydra Fitness equipment is based on hydraulics rather than weights.*

research and found that hydraulics can increase a fighter pilot's tolerance to 'G-force', " said Dr. Manz.

The equipment is now beginning to be used by the Singapore Army, and in Singapore secondary schools and hospitals.

Hydra Fitness has also assisted the Singapore Sports Council to carry out a training study on athletes, commandos, army personnel, dragonboat racers and students. The study's objective was to determine whether weights, hydraulics or a combination of both would improve muscular power.

"The study revealed that while all groups improved, the groups using the mixed program improved the most," concluded Dr. Manz.

In addition to marketing the equipment, Hydra Fitness operates an aerobics division training instructors and conducting exercise classes including programs for groups with special needs like severely overweight people.

For more information, please contact Dr. Ray Manz, Hydra Fitness Asia, 3rd Floor Sheraton Towers Singapore, 39 Scotts Road, Singapore 0922, telephone 733-6444.



# Calgary to host Games



Calgary, Alberta, with the Olympic Saddledome in the foreground.

When the Olympic flame arrives in the McMahon Stadium on Saturday, 13 February, 1988, the curtain will go up on what promises to be the biggest winter sports event of all time. The fact that the Calgary Olympics are costing five times as much as the 1984 Winter Games in Sarajevo is some measure of what visitors to Calgary can expect.

Many of the facilities are brand new. Speed skating events will be held in the Olympic Oval — also on the university campus — which has just been completed. It is the world's first, fully enclosed 400 metre speed-skating oval, and seats 4,000 spectators.

Ski jumping, nordic combined, bobsleigh and luge events will be held in the Canada Olympic Park 15 minutes from the city centre. This used to be a small recreational ski area, but now the Park boasts 70-metre and 90-metre ski jumps, as well as Canada's first bobsleigh and luge track. With more than 60 miles of refrigeration pipe, this is the most technically advanced track of its type in the world.

### Perfect view

Figure skating and ice hockey will be housed in the Olympic Saddledome, a unique structure with seating for 17,000 spectators. It features the world's largest

concrete suspended roof. This means that every spectator has a perfect view, and no seat is more than 200 feet from the centre of the 30 x 60 metre rink. The Saddledome was completed in 1983 and is the home of the Calgary Flames ice hockey team.

Close to the Saddledome is the second venue for ice hockey and figure skating — the Stampede Corral, which seats 6,500 and has fully up-to-date facilities. The Father David Bauer Arena, named after the coach of Canada's first national hockey team for the 1964 Winter Olympics, will also host some of the figure skating events.

### New skiing events

For the spectacular skiing competitions, you will need to head for the Rockies. Nakiska at Mount Allan is the venue for all the Alpine skiing competitions. The base area elevation of this 225-acre site is 5,000 feet above sea level, and the vertical rise of the men's downhill run is nearly 3,000 feet.

The Olympic Program at Nakiska will include two new events: the Alpine combination and the super giant slalom. The Super G requires skiers to be very precise at high speeds, and the long sweeping high-speed turns should make this one of the most spectacular competi-

tions in the Games.

The cross country skiing, nordic combined and the biathlon will be held at the Canmore Nordic Centre 55 minutes west of Calgary near the resort of Banff. The centre has 35 miles of competition, recreational and training trails, stadium facilities and a 32-target biathlon shooting range.

### Confident of success

What happens if the unthinkable should occur and there is a shortage of snow? Calgary may have cold winters, but local meteorologists claim the city enjoys 20 per cent more sunshine annually than does tropical Hawaii.

If there was to be an exceptionally mild winter, the show would still go on. Every ski course has been equipped with state-of-the-art snow-making equipment. Nothing has been left to chance.

"In 100 years time when people look back at Calgary 1988, I don't doubt they will regard it as the turning point in the history of the Winter Olympics," says Chairman of the Organising Committee Frank King. For anyone who likes to be present at epoch-making events, these Winter Games look too good to miss.

Reprinted from  
Canada Today/d'aujourd'hui Magazine.



# Barriers to Asia's clothing exports

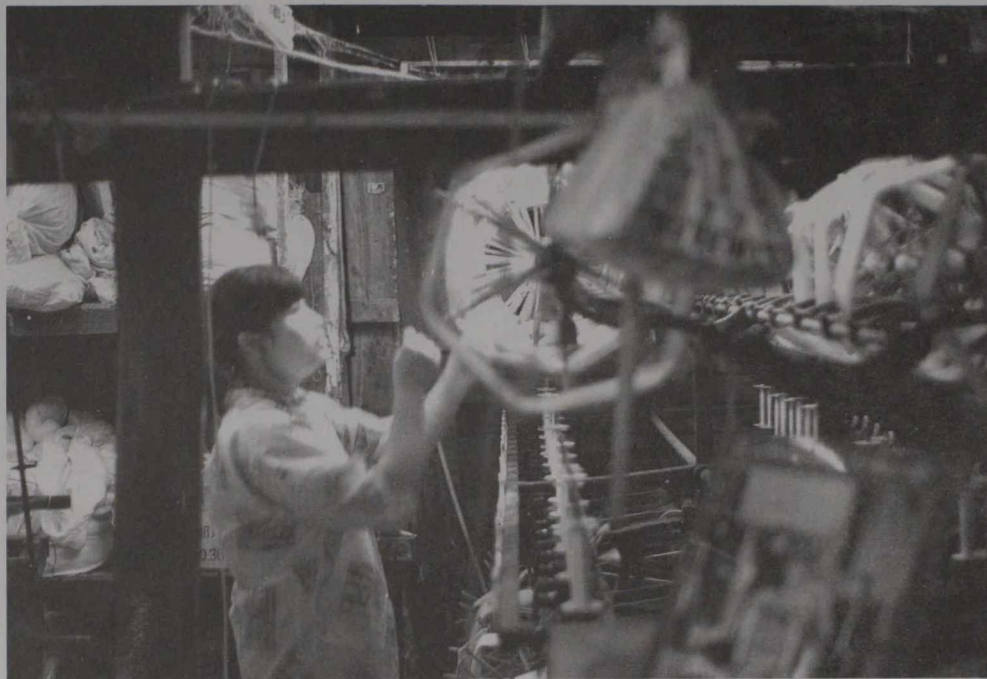


Photo by: P. Seary

Spinning silk in Bangkok.

As their exports have captured a growing share of markets in the North, developing countries and "newly industrialized countries" in East and Southeast Asia have enjoyed a decade of economic growth. But there is concern among these countries that the increasing use of trade barriers by the northern industrialized countries, particularly their biggest customer, the United States, may threaten the future of their fledging industries.

One of the most obvious examples of developed country protectionism is in the clothing industry.

Because the industry has traditionally used low-skill labour, poorer countries with low wage levels can produce clothing more cheaply than industrialized countries. Indeed, the latter have become major consumers of these inexpensive imports. In 1984, for example, more than one-third of all garments on the Canadian market came from the Third World, particularly East and Southeast Asia.

### Low-cost countries

For over 20 years, the United States and Canada, among other industrialized countries, have tried to protect their domestic clothing industries from competition from "low-cost countries". Since 1974, the Multi-Fiber Arrangement (MFA) has served this purpose.

Under the MFA, the clothing industry is sliced into narrow categories. Each importing and exporting country sets the maximum number of items within each category that the exporter is allowed to supply to the importer.

These quotas have had the most direct effect on the "big four" clothing exporters—Hong Kong, South Korea, Taiwan, and the People's Republic of China. They have also had mixed effects on smaller Southeast Asian countries, according to a recent International Development Research Centre (IDRC)-supported research project.

### Protectionism's impact

The study allowed 20 researchers, three from Canada and 17 from East and Southeast Asia, to analyze the impact of North American protectionism on industries in nine countries—Hong Kong, South Korea, Singapore, Malaysia, Indonesia, Thailand, the Philippines, and Canada and the United States themselves.

The project sprang from a workshop on trade and protectionism held in Singapore in June 1984. The main participants in the workshop—Canada's North-South Institute (NSI) and Singapore's Institute of Southeast Asian Studies (ISEAS)—bemoaned the lack of up-to-date information on the reaction of specific industries and countries to protectionism.

The study, co-ordinated by the two institutes, focused on three industries: clothing, consumer electronics, and vegetable oils. The researchers found that, of the three, protectionism has most affected the clothing industry in East and Southeast Asia.

### Upgraded lines

In reaction to quotas, the big clothing exporters, Hong Kong and South Korea, have "upgraded" their clothing lines, according to project researcher Dr. Jaleel Ahmad, who is also a professor of economics at Concordia University in Montreal. They have shifted out of inexpensive clothing categories, such as mass-produced shirts which face heavy restrictions, into less protected, higher-value categories such as designer sweaters.

Ironically, the researchers found that quotas gave smaller, less industrialized countries in Southeast Asia "a leg up in the industry", says Doug Williams, NSI research officer for the project. With the larger producers restricted to set quotas and moving into higher-value categories, smaller producers have filled the leftover demand for lower-value imports. Indonesia, for example, began exporting clothes, mainly inexpensive lines aimed at low-income groups, to the United States in 1980.

### Restrictions stunt growth

Although the MFA appears to have encouraged clothing industry start-ups in the poorer Southeast Asian countries, quota restrictions are likely to stunt their growth, says Mr. Williams. Canada and the United States have argued that they already face more competition than they can cope with, he explains. Smaller producers who recently entered the clothing industry are therefore assigned low quotas. "Late starters are cut off before they really get started."

### Guaranteed market

The study points out that big clothing producers, like South Korea, have been slow to shift out of the low-technology garment industry into more advanced industries because quotas give them a guaranteed piece of the North American market. Without the quota incentive, South Korea will probably phase out its clothing production more quickly, according to Mr. Williams. That would





Photo by: A. Inkpen

Weaving Thai silk.

leave the market open to less industrialized countries.

The study found that North American protectionism is much less extensive in the consumer electronics industry (which includes the manufacture of radio and stereo equipment, television sets, watches and calculators). Only colour television imports have captured enough of the North American market to provoke strong protectionist measures, according to the project research paper by Harvard University's Glenn Jenkins.

Of those countries included in the study, only South Korea's colour TV industry has been significantly affected by North American trade barriers, specifically quotas in the U.S. and higher tariffs in Canada.

In the case of the vegetable oil industry, the third industry covered by the study, the researchers found that protectionism was not a major problem.

The study results will be widely circulated to academics and government officials in developing and developed countries alike. The hope is, says Mr. Williams, that it will help policymakers to understand how protectionism has affected their industrial development.

*Prepared by Rhoda Metcalf for the July 1987 issue of IDRC Reports.*

## Commonwealth session in K.L.

Canadian delegates to the 33rd Commonwealth Conference, held in Kuala Lumpur in September, described their experience as a useful opportunity for parliamentarians from the 48 Commonwealth countries to discuss common international problems in a relaxed atmosphere.

Canadian delegates took an active part in discussions which included: Commonwealth co-operation with respect to inadequate housing; the effect of world trade and protectionism on economic development in Third World countries; how the Commonwealth could co-operate to combat the AIDS threat; and the role of television and the print media in promoting respect of Parliament and an understanding of parliamentary democracy.

A highlight of the Conference was the address by Malaysia's Prime Minister Mahathir in which he reaffirmed the usefulness of the Commonwealth and the values for which it stands.

# Exporting more fish to Canada

In an effort to help Thailand, Malaysia and Indonesia export more fish to Canada, an inspection team of eight fish inspectors spent a month visiting 21 fish processing plants in the three countries.

### Improve processing

After the Canadian officers toured the fish processing plants, they provided each plant operator with written reports on processing practices which might be modified in order for the plant to produce top quality fish or seafood products which would meet international standards. By improving processing procedures, the plants will be able to export more products to not only Canada, but also other countries.

Following the plant tours, the inspectors conducted seminar programs that were specifically geared to address processing problems they detected in the various facilities visited.

One of the most illustrative sessions of

the mission's seminar program was the sensory evaluation workshop. Samples of canned tuna along with photographs of the raw fish prior to canning were provided to demonstrate the Canadian Tuna Standard. Tuna producers were asked to relate the raw material freshness indicators (gills, eyes, skin colour, and belly cavity condition) to the finished canned product standard.

### Provide understanding

In the Thailand seminar, crab and shrimp samples were graded to provide the industry with an understanding of the Canadian Crab and Shrimp Standard.

Some fish producers brought samples of their companies' product to the seminar for evaluation. These samples were examined by the inspectors and reasons for acceptance or rejection were outlined.

A seminar program of plant visits and seminars is planned for the Philippines and Singapore in November.



*Y.B. Datin Paduka Rafidah Aziz, Malaysian Minister of Trade and Industry, arriving at the opening of the Seminar on Canadian Health and Sanitary Regulations Governing Seafood accompanied by High Commissioner von Nostitz.*



# Foster Parents Plan turns 50

Foster Parents Plan of Canada, an international human development agency, is celebrating its 50th anniversary this year.

Founded in 1937, Foster Parents Plan, or PLAN as it is often called, was established in an effort to ease the tremendous suffering resulting from the Spanish Civil War.

John Langdon-Davies, a writer drawing attention to the plight of refugees, conceived the idea of establishing a lasting personal relationship between an orphaned or refugeeed Spanish child and a foreign sponsor. Together with the help of Eric Muggeridge, Nick Carter, Esme Odgers and Mildred Rackley, he started Foster Parents Plan.

Originally a Foster Parent was to guarantee a shilling a day for a year to cover



limiting its projects to only those involving children. By the end of 1940, PLAN was operating 'two children's colonies, a nurses' rest home, a home for the aged, an overnight station for relief workers, a day nursery school, and a child therapy clinic.

day care centres, business ventures such as credit unions, and a broad range of family and community income-producing projects.

Work in Africa was started by PLAN in 1974. From experience gained in Africa, it was found that PLAN's traditional method of aid — direct financial assistance to individual families — was not always the most effective way to use PLAN's limited funds.

Instead PLAN's funds were more beneficial when used for such community projects as wells, schools, health and agriculture. This way the Foster Children and the whole community benefitted directly from such necessities as uncontaminated water and mass inoculations.

In 1981, PLAN experienced an explosion of growth. Field programs were established in Egypt, Kenya, Sri Lanka, Thailand, the Philippines (Cebu and Iloilo), Ecuador, and Sudan. In addition to the sponsorship recruitment offices that had been operating in Canada and the United States for years, donor offices were opened in the United Kingdom, Belgium and Japan.

The task of PLAN continues to be that of implementing programs of child, family and community development which are in harmony with the existing patterns of belief and behaviour of the countries where PLAN operates. This is maintained by the direct participation of the villagers themselves who work with PLAN through village committees to select, plan, implement and manage group and community projects to meet their common needs.

## 300,000 children

Today PLAN operates in Bolivia, Burkina Faso (formerly Upper Volta), Columbia, Ecuador, Egypt, El Salvador, Guatemala, Haiti, Honduras, India, Indonesia, Kenya, Liberia, Mali, Nepal, the Philippines, Senegal, Sierra Leone, Sri Lanka, the Sudan, Thailand and Zimbabwe. The number of Foster Children sponsored has grown from 300 in Spain in 1973, to almost 300,000 throughout the world.



Photo by: A Inkpen

the cost of one child in a refugee colony. The child was told who was providing the money and was encouraged to write to the Foster Parent.

In this way, to quote a 1937 English circular, "Children who have lost all personal ties are encouraged to feel the existence of a personal friend rather than a vague dispenser of charity. This is the essence of the Foster Parents' Scheme" ... and in a somewhat adapted form, the essence of PLAN throughout its history.

In 1940, PLAN arrived in England with 80 foreign refugee children to set up the first English children's colony, a large old estate called Woodberry Down.

At this time there was such a diversity of need in Britain, that PLAN was not

PLAN remained in England in a gradually changing capacity until 1957 when the office was closed. The money saved by the closing of the office was used to establish programs in the Far East.

Over the years, PLAN evolved from a child relief and welfare agency offering direct cash and material aid to the neediest of children, to a multi-dimensional human development agency involving not only needy children, but their families and communities in the development process.

In various parts of the world, PLAN began complementing its educational programs, medical care, cash assistance, and child sponsorship with recreational facilities, night schools, mobile clinics,





# Pebbles to Computers

A Canadian photographic exhibition illustrating how contemporary technological achievements have evolved from the creative genius of human cultures from around the world, is being exhibited throughout ASEAN.

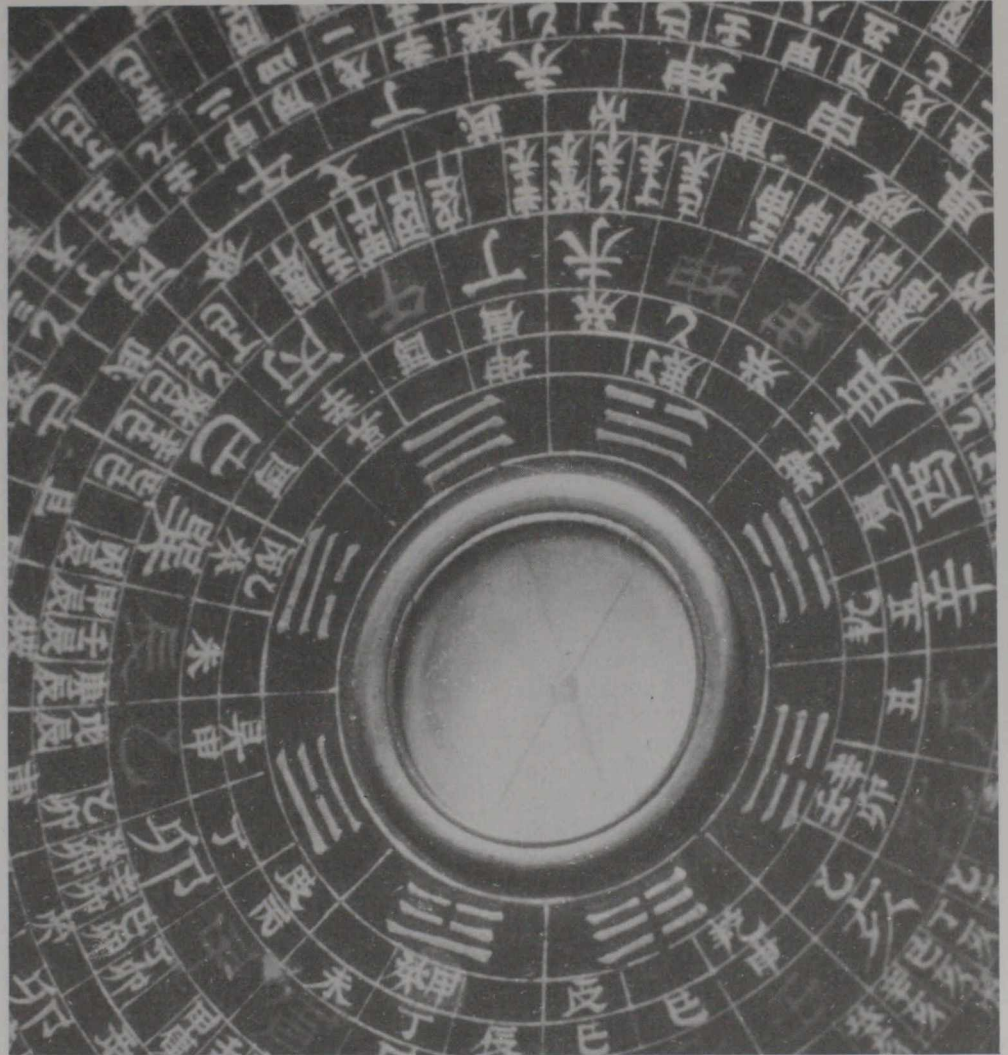
Known as "Pebbles to Computers," the display shows how the simplest computation devices of ancient times can be directly linked to the modern technologies currently revolutionizing the world. The collection also highlights Canada's important contribution to the development of modern communication and computer technologies.

## Photographic history

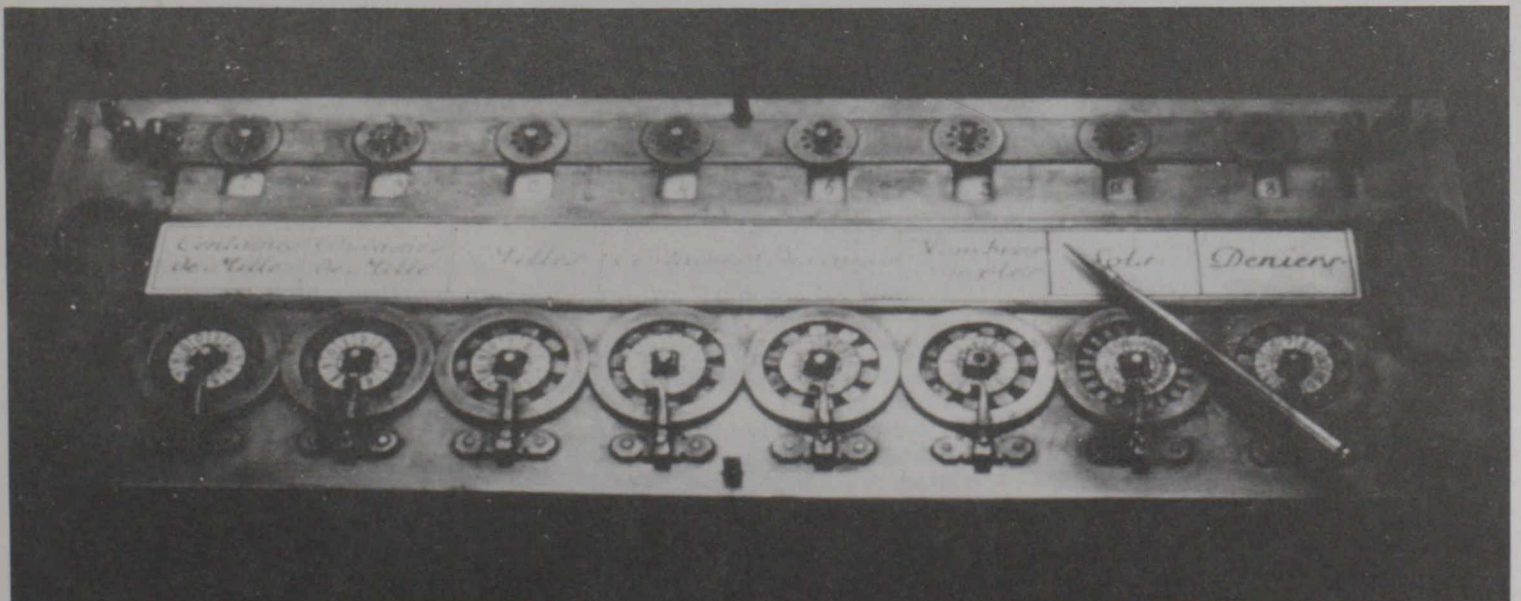
"Pebbles to Computers" is the work of Hans Blohm, a German-born Canadian. Mr. Blohm travelled the world for six years to compile a photographic history of the relationship between human culture and technological advancement.

From the pebble computer, used by the ancients 5,000 years ago, to man's first adding machine, invented by Blaise Pascal in the 17th century, and to the mathematical puzzles of Stonehenge's "stone computer", and the millenia-old abacus, Mr. Blohm has succeeded in capturing striking images depicting the evolution of computer technology through the ages.

This exhibit, first opened in Ottawa, in 1984, was recently in Bangkok. It is on display at the Singapore Science Centre until early December. From Singapore, "Pebbles to Computers" will be taken to Indonesia.



*The Chinese are credited with the invention of the compass. This superb example, the Chinese Geomancer's Compass, shows the union of physical and spiritual concerns, characterizing the Chinese world view.*



*French philosopher and mathematician, Blaise Pascal, (1623-1662) invented this adding machine to help his father Etienne, a tax collector, reduce the drudgery of his calculations.*



### THAILAND

# Home Economists co-operate

The Thailand Home Economics Association is twinned with the Ottawa Home Economics Association. The two organizations have worked together to evolve 35 teaching and learning packages covering all facets of homemaking and banana leaf work that would be valuable to 11- and 12-year old Thai children.

Field testing of the learning aids is now complete and is being assessed. If approved by the Thai Ministry of Education, the teaching and learning aids will be mass produced for general use. In this way, teachers without training in home economics will have established guidelines to follow and materials to stimulate the interest of the pupils.

The Ottawa group was recently taken on a tour of schools and government projects aimed at improving the quality of life in rural communities.

The purpose of the tour was for the home economists to assess future areas where Ottawa expertise could be useful, make recommendations to the Ottawa Association and then set up a new program with the Thai Association.



*Women in Pongroo village have been taught to weave. Margaret Wheatley (left) gets a demonstration.*

## Software Seminar

A seminar on Canadian software capabilities held in Bangkok recently was well attended.

Participating in the seminar were five Canadian companies visiting Thailand as part of an Informatics mission to meet potential distributors or joint-venture partners.

The companies were Arrakis Technologies, a producer of computer-aided instruction materials; Xios Systems, a specialist in office integration systems; Accugraph Corp., a leading developer of hardware-independent software packages; DATACAP, developers of Expert Systems, for diagnosis, regulations, planning and training applications; and Resort Systems, a producer of software for hotel and leisure industries.

The seminar received an excellent turnout of about 110 individuals from local computer hardware and software companies, government departments, state enterprises and academic institutions. The interest generated by the seminar was positive, resulting in requests for more detailed information on products and terms for representation or joint-venture agreements.

All five companies were satisfied with the results of the mission and the majority of them indicated that business opportunities identified justify a revisit within the next 12 months.

## CAI to Bangkok

Since October, Canadian Airlines International (CAI), the airline formed late last year when Pacific Western bought Canadian Pacific Airlines, is flying into Bangkok.

CAI serves over 150 points in North America and has the most extensive route network in Canada. Flying out of Vancouver, the airline operates 16 round-trip flights across the North Pacific — 10 to Tokyo, five to Hong Kong and one to Shanghai.

It is the Hong Kong flight that has been extended three times a week to Bangkok. The Shanghai route is also being extended to Beijing.

Bilateral talks are now underway to further expand CAI's presence in the Pacific. When the airline feels the time is right, new destinations like Taiwan and the Philippines will be added.

## Made in Thailand

The relationship between Canada and Thailand has been growing steadily because of the strong commitment by both countries to its expansion.

An excellent example of how to further enhance the growing economic ties between the two countries was the **Made in Thailand Trade Show** held in Edmonton.

At the show's opening, attended by the Thai Minister of Commerce, Montree Pongpanit, Canadian Secretary of State for External Affairs, the Right Honourable Joe Clark, noted that Canada was fully aware of the importance of trade, investment and industrial development to the vigour and vitality of the Canada-Thailand relationship. He said the Trade

Show made a major contribution to the continued growth of the relationship.

Mr. Clark commented that Canada has a competitive advantage in seeking a share of the Thai market in the telecommunications, oil and gas, mining and food processing sectors.

However, he added that Canada values its relationship with Thailand in all its aspects noting that the two countries share wide ranging and complementary interests. For example, the security of the Asia-Pacific region; for achieving peace and stability in Indochina, especially where Cambodia is concerned; and for a more open and fairer world trading system particularly in agriculture and resource products.



# 78th Inter-Parliamentary Meet

The 78th Inter-Parliamentary Conference met in Bangkok in October with more than 100 countries attending.

The Canadian delegation of 12 Members of Parliament, Senators and Officials was led by Mr. Benno Friesen, Chairman of the Canadian Group of the Inter-Parliamentary Union. The Deputy Leader was Senator Lorne Bonnell.

The Conference agenda included major

discussions on several substantive items grouped under the general headings of promotion of human rights, and the resolution of the problem of refugees and displaced persons; implementation of independence for colonial countries and peoples, and elimination of apartheid and all forms of racism; and review and debate of the political, economic and social situation of the world.

In recognition of the importance of refugee issues, the Canadian delegation visited a refugee processing centre near Bangkok. Their first-hand observations and briefings are intended to provide background information for use in Canadian Parliamentary reviews of refugee policy.

## PHILIPPINES

### CIDA funds studies

The Canadian International Development Agency (CIDA) has recently funded four additional studies for Philippine concerns. All the studies are being carried out by Canadian consulting engineering firms.

#### • Monenco-Semirara Coal Corp.

The mining division of Monenco, a Calgary-based company, has been requested to submit a proposal for operational mine planning at the government-owned Semirara Coal Corp.'s producing Unong mines site.

This proposal follows two other projects carried out by Monenco for Semirara. In March 1987, Monenco provided the mine with consulting services regarding coal seam correlation and late last year, Monenco was awarded a five-part coal specification study.

It included a review and validation of existing data on Semirara's three coal reserve sites; mine development planning studies; determination of the coal specifications to be used in the design of the new Calaca 11-300MW coal-fired power project; and estimates for material handling requirements and investment and unit production costs.

#### • Stothert/C.D. Shultz- PICOP

The modernization and expansion prospects of Paper Industries Corp. of the Philippines (PICOP) will be studied by Vancouver-based firms, Stothert Management Ltd. and C.D. Shultz and Co.

C.D. Shultz will provide detailed statistical and analytical data on the entire wood supply component of PICOP with recommendations for improving management of the resource and expanding wood supply operations.

*(Continued on page 10.)*



*Randy Raine-Reush playing the Dulcimer in Manila.*

### Playing ancient instruments

A novel musical performance awaited Manila audiences of Randy Raine-Reush, a Canadian instrumentalist who specializes in ancient instruments.

Performing at the Cultural Centre of the Philippines, the National Arts Centre and the University of the Philippines, Randy delighted audiences with his original compositions set to such ancient in-

struments as the Hkaen, the Zheng, the Dulcimer, the Pianolin, the Glass Harmonica, and the Kulintang.

Randy's Manila tour, which enabled him to further his research into ethnic music, was made possible by a special grant from the Department of External Affairs.



(Continued from page 9.)

Stothert will review PICOP's modernization and expansion program and the corporation's pulp and paper mill at Bisling, Mindanao; compare existing mill designs with state-of-the-art designs; and develop a program, which can be implemented in stages, for reducing energy and unit costs while improving quality.

#### • CPCS-MOTC

The Philippine Ministry of Transport and Communication has commissioned Canadian Pacific Consulting Services (CPCS) to study ways of improving the Manila-Batangas transportation corridor.

The study will provide an economic and financial evaluation of the land transport sector (road and rail) and port facilities serving the Manila area with special note being taken of the Batangas seaport.

Should the initial study indicate that the preferred strategy includes an expanded role for Philippine National Railways, an additional study will be conducted on how to upgrade the railway.

#### • SNC-Manila Electric

Manila Electric Co. has awarded a pre-feasibility study to SNC of Montreal for the rehabilitation of the Rockwell Power Plant in Metro Manila.

The study will include collecting all data related to the existing operation and maintenance of the plant, determining the present condition of equipment, establishing environmental requirements, recommending how best to upgrade productivity and designing a plan for implementing the improvements.

These four companies are aggressively promoting Canadian technical expertise across Asia. In the Philippines, they maintain representative offices and are actively involved in projects with the Asian Development Bank and other capital projects of a bilateral nature.



## Food Packaging

In September, a five member team from the Philippines joined their counterparts from other ASEAN countries for a special tour of Canada's food packaging, processing and equipment industries.

The trip took delegates to British Columbia, Manitoba, Ontario, Quebec and the Maritime provinces enabling them to observe at close hand the state-of-the-art technology in operation throughout Canada's food industry. The delegates also learned how Canadian food companies are dealing with such issues as labelling policies, health standards, pollution and food sanitation.

The Philippines delegation consisted of Administrator Emil Ong of the National Food Authority, Salvador Reyes of Pure Foods, Edmund Perez of San Minuel Corp., Louis Co of Phillips Food and Ken Ramos of RFM Corp.

## MALAYSIA

# Rural electrification: An ingenious Canadian solution

On a recent visit to Malaysia, Quebec's Minister of Energy and Resources, John Ciaccia, toured the site of BG Checo's Capacitive Coupling System (CCS) pilot project in northeastern Malaysia.

The CCS was developed by Hydro Quebec, Canada's second largest electrical utility and a world leader in electric power transmission technologies. The technology is manufactured and marketed worldwide by BG Checo, a Montreal-based company.

This ingenious system allows power to be tapped from passing high voltage transmission lines to serve local communities on a 24-hour basis. The towns and villages served would otherwise be forced to rely on local diesel turbines for their electricity, a much more costly and unreliable alternative that often provides electricity for only part of the day and can require extensive capital investment in terms of access roads, equipment and site construction.

### Thoroughly proven

The advanced CCS technology has been thoroughly proven in Quebec and is now operating in several countries in Latin America. Malaysia is the first

country to install a unit for evaluation in the ASEAN region where the potential market is substantial.

During his calls on key ministers, Mr. Ciaccia emphasized how the CCS could contribute to Malaysia's industrial development through technology transfer from Canada since much of the equipment required for the unit can be manufactured locally under BG Checo guidance — the evaluation unit was fabricated by Malaysian Transformers Sdn Bhd.

### Export potential

Mr. Ciaccia also highlighted the potential for export of the CCS from Malaysia to other countries on the basis of joint Malaysian/Canadian co-operation.

Minister Ciaccia's visit to Malaysia follows on the heels of that of Pierre MacDonald, Quebec Minister of Foreign Trade and Technology, who led a large trade delegation to Kuala Lumpur in April. These visits, along with the various commercial missions which the province organizes each year, demonstrate Quebec's commitment to increasing its trade and investment presence in Malaysia and the rest of ASEAN.



High Commissioner von Nostitz presents C\$75,000 cheque to Noor Farida Ariffin, APWLD executive committee head.

## Women's Forum

A recently established Asia-Pacific Forum on Women, Law and Development (APWLD) has received an initial grant of C\$75,000 from the Canadian International Development Agency (CIDA).

The setting up of the Asia-Pacific Forum resulted from a series of deliberations held before and at the Third



World Forum in Nairobi on Women, Law and Development.

The participants felt that while the last decade had been marked by the creation of women's organizations focussing on the reform of legal education services, the goal of the next decade should be to make these organizations into tools transforming the law into a truly effective instrument for promoting justice, equality and socio-economic development for women.

A key recommendation was that the Forum on Women, Law and Development should be institutionalized regionally.

In December 1986, at a regional meeting in Manila, 60 Asian women lawyers, social scientists, academics and activists ratified a proposal to establish the APWLD. It has now been legally incorporated in Kuala Lumpur as an international organization.

The APWLD is housed in the Asia-Pacific Development Centre and will coordinate its activities with the Centre's women's programme. The elected board is made up of three women from South Asia, three from Southeast Asia and one representing the Pacific Island countries. The APWLD will implement specific activities to promote social and economic justice for women and to further basic human development rights for women in the Asia-Pacific region.

In connection with the establishment of the APWLD, Noor Farida Ariffin, head of the APWLD executive committee, recently undertook a study tour of women's organizations in Canada.

## Canadian school in K.L.

Being able to prepare for university in one year rather than two is a strong attraction for students and one of the main reasons for the popularity of the Canadian Program at Taylor's College in Kuala Lumpur.

Regulated by the Ontario Ministry of Education, the program is identical to the Grade 13 program taught in the final year in Ontario secondary schools.

"Since the Grade 13 diploma enjoys such wide acceptance throughout the world, Malaysian graduates of this program are now studying not only in Canada, but also in Britain, Australia, the United States and New Zealand," said Stan McFarlane, Director of the program in Kuala Lumpur.

The Canadian Grade 13 Program of Kuala Lumpur opened in May 1983 with an enrolment of 135 students. The objective of the program is to provide a pre-university course for Malaysian students intending to pursue their tertiary studies in Canada. Such a course thereby supplies an alternative to the more costly "visa" schools already established for foreign students in Canada.

The course of study lasts one year. All students who successfully complete a minimum of six credit courses are awarded the Ontario Secondary School Honours Graduation Diploma (OSSHGD), generally recognized as a valid admission requirement for universities throughout

the world.

One of the main attractions of the Canadian program for Malaysian students is the one year duration of the course as opposed to the longer Malaysian Form 6 or British "A" level course of study. The program operates on a two-semester pattern with student intakes each January and July. Currently 370 students are enrolled. The teaching staff consists of 10 Canadians and four Malaysians, all of whom hold degrees and teacher's certificates from Canadian or local universities.

An attraction of the Grade 13 Program is the attention devoted to English. New students to the program, having received extensive elementary and secondary school instruction in the national language, Bahasa Malaysia, often require instruction to upgrade their English.

To achieve this goal, students entering the program are assigned to an intensive course in English as a Second Language (ESL) designed primarily to raise their level of proficiency in English to university admission requirements. The ESL course has met with overwhelming success enabling most of the Taylor's College students to meet the rigid language requirements at Canada's most competitive universities.

The tenth batch of graduates brought the total number of graduates to over 800, a tribute to the overall success of this program at Taylor's College.

### SINGAPORE

## Canadian software

The Canadian contingent to this year's recently completed Singapore Informatics computer exhibition was the largest to date with nine software manufacturers participating.

### Golden opportunity

"We know that Singapore is Asia's most important computer centre," said O. von Finckenstein, director of the Canadian Pavilion. "We could not miss this golden opportunity of introducing our software to this fast-growing market."

The Canadian computer software industry is booming, registering over the past several years, an annual growth rate of 28 per cent. The Canadian software market is expected to reach C\$4.8 billion by 1990. An industry survey indicates that there are more than 1,000 firms in Canada supplying and developing software.

Commented Canadian High Commissioner Sean Brady, "Next to Japan, Singapore, has the highest ratio of computers

per capita in Asia. In this dynamic market, the business opportunities for Singaporean and Canadian firms are promising."

"Small wonder that the number of Canadian software companies visiting Singapore, and that of Singaporeans going to Canada, is steadily increasing."

Software on display at the exhibition included CAD/CAM packages for mechanical engineering and metal fabrication; expert systems for specialized fields such as disease detection and coast guard inspection; financial forecasting for investors; Chinese word processing, hotel reservation and office integrating systems.

### World premiere

Making its world premiere at Informatics was Computer-Ease developed by Arrakis Technologies of Montreal. Using a light, friendly touch, the program teaches the complete novice how to operate a microcomputer.

For more information on the software companies, please contact Mr. O. von Finckenstein, Commercial Counsellor, Canadian High Commission, 230 Orchard Road, 10th Storey, Faber House, Singapore 0923, telephone 737-1322.

## Partner wanted

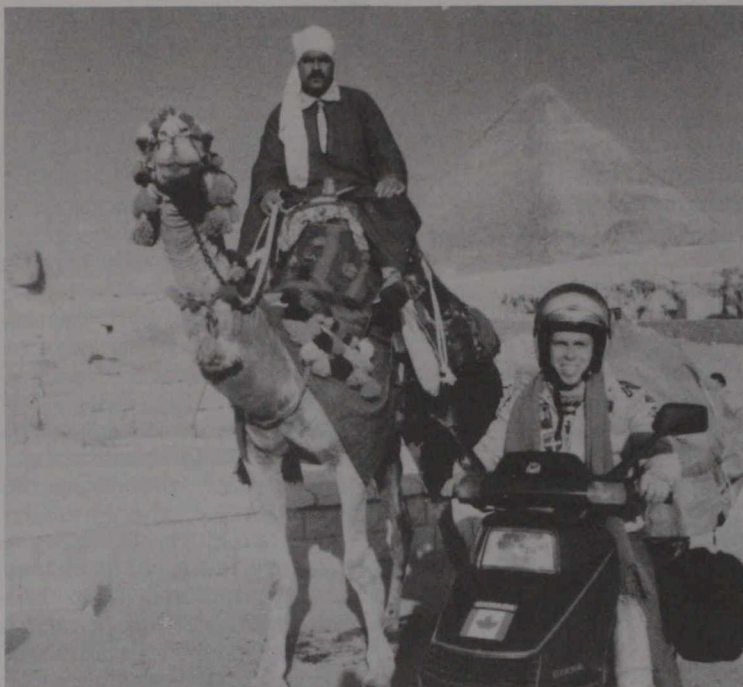
A Singapore joint-venture partner is being sought by a Canadian financial research company, Iceberg Financial Systems Inc. (IFS).

Montreal-based IFS introduced its online databank at Singapore Informatics. Using nothing more than a personal computer, the databank has access to stocks, commodities, options and indices in 29 countries and enables investors to predict future stock trends and determine optimal buy/sell points.

IFS, which has partners in Austria, Canada, France, Germany and the United States, is now seeking a partner in Singapore to develop a similar databank to allow the transfer of information and technology between Canada and Singapore.

The Singapore company would be expected to develop raw material from SIMEX, adapt existing IFS programs and upgrade the transmission of data from Singapore to Montreal and back again.





Tom Smith aboard his modern ship of the desert.

## Odyssey for Peace

Canadian Tom Smith has been traversing the globe on his Honda scooter promoting understanding between communities as diverse in culture and customs as they are in geographical location.

Supported with letters of greeting from the Mayor of his hometown, Fort Erie, Ontario — the busiest border crossing between Canada and the United States — and his Member of Parliament, Tom has arranged dozens of community exchanges usually in the form of general information on the countries he visits.

By creating greater understanding amongst the people of the world, he hopes to further the cause of peace and co-operation between all nations.

From his starting point in Toronto, Tom has driven through Britain, Scandinavia, Southern Europe, Africa, India and Nepal. In October he left Singapore, exactly half way around the world from his starting point, for Japan.

## Canadians pursue Asian aerospace markets

Leading Canadian aerospace and specialist companies will be forging a strong presence at Asian Aerospace '88 being held in Singapore from January 27 to 31.

The Canadian companies, in a national group pavilion co-ordinated by the Aerospace Industries Association of Canada (AIAC), will be promoting a broad range of aerospace products that include avionics, simulators, inertia guidance systems and passenger aircraft in a bid to expand their marketing reach within the dynamic Asia Pacific region which is emerging as the most promising industry sector globally.

Canada's aerospace industry is export-oriented with 75 per cent of the production output destined for overseas markets. Mr. O. von Finckenstein, Commer-

### ASIAN AEROSPACE '88

Fourth Asian Aerospace Exhibition & Conference

cial Counsellor at the Canadian High Commission in Singapore said, "Promoting Canada's aerospace industry is one of our priority sectors in Singapore. Our support of Asian Aerospace, which can be traced back to its maiden showing in 1981, underscores our confidence in the business opportunities the show will provide for companies intent on marketing competitively to regional airline and airport authorities, senior military personnel

and a wide range of aviation industry professionals and corporations."

The Canadian companies participating in Asian Aerospace '88 include Bristol Aerospace Ltd., (industrial aerospace electrical products and services and rocket motors), CAE Electronics Ltd., (simulators), Canadair Ltd., (the Challenger business jet), Canadian Astronautics (search and rescue satellite products), Canadian Marconi Co., (navigation and airport equipment), De Havilland Aircraft (Dash 8 and the Twin Otter passenger aircraft), Litton Systems Canada (development and production of inertia guidance systems) and Fell FAB International (fire resistant fabrics and draperies for aircraft interiors and other industrial textile products).

**For further information on material contained in this publication please contact the nearest Canadian diplomatic mission.**

**Thailand:**

Canadian Embassy, Boonmitr Bldg,  
138 Silom Road, Bangkok 5.  
Tel. 234-1561, -8.

**Indonesia:**

Canadian Embassy, Wisma Metropolitan, Jln. Jendral Sudirman,  
Jakarta.  
Tel. 510709.

**Malaysia:**

Canadian High Commission, 7th floor, Plaza MBF, 172 Jalan Ampang, 50540 Kuala Lumpur, Malaysia.  
Tel. 261-2000.

**Philippines:**

Canadian Embassy, 9th floor, Allied Bank Centre, 6754 Ayala Avenue, Makati, Manila.  
Tel. 815-95-36 to 41.

**Singapore:**

Canadian High Commission, #09-00 Faber House, 230 Orchard Rd, Singapore 0923.  
Tel. 737-1322.

CANADA  
the Cana  
Singapore  
all Canadi  
ASEAN.  
Material r  
credit wou

