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APRIL 1987 VOL 2

## GOVERNOR GENERAL TOURS THAILAND



Photo courtesy: The Nation

*H M King Bhumipol Aduladej of Thailand with Canadian Governor General Jeanne Sauvé at a dinner in her honour held at the Chakri Throne Hall, Bangkok.*

Canada's Governor General, Jeanne Sauvé, visited Thailand in late March for six days as guest of Their Majesties the King and the Queen.

Upon arrival at the airport in Bangkok, Madame Sauvé and her husband, Maurice, were greeted by HRH Crown Prince Vajiralongkorn, senior government officials and members of the diplomatic corps.

During the visit, she was granted an audience with the King and the Queen at the Chakri Throne Hall. Prime Minister Prem Tinsulanonda hosted a luncheon in honour of the Governor General and her 18-member delegation.

Madame Sauvé was conferred with an honorary doctorate of political science at Chulalongkorn University. She also visited Phuket and the northern province of Chiang Mai.

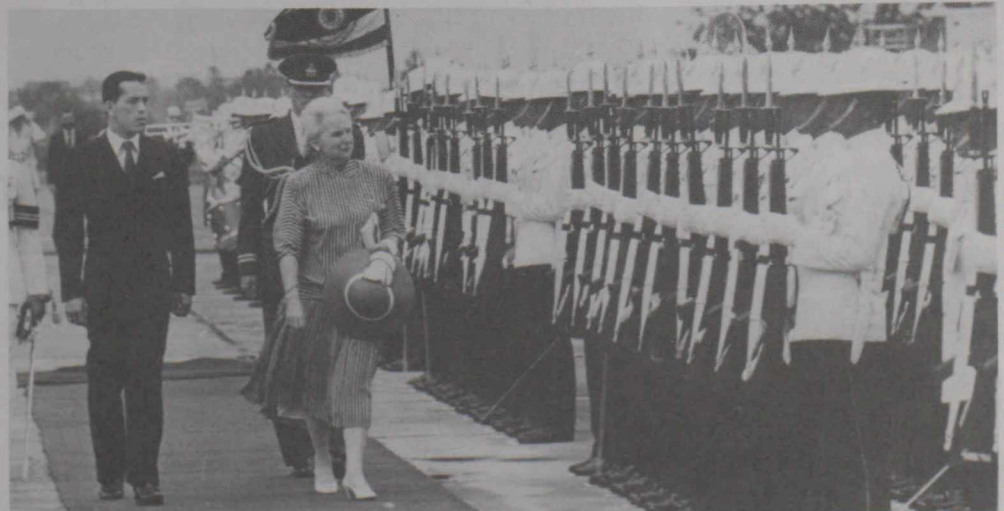


Photo courtesy: The Bangkok Post

*Madame Sauvé reviewing the Honour Guard with HRH Crown Prince Vajiralongkorn.*



## 1988 Winter Olympics In Calgary

Calgary, Alberta, will host the Fifteenth Winter Olympic Games from February 13 to 28, 1988.

The 1988 Winter Olympics will feature the world's best in the following events: Bobsleigh, Luge, Alpine and Cross Country Skiing, Ski Jumping, Nordic Combined (ski jumping and cross country), Biathlon

(cross country and rifle shooting), Ice Hockey, Figure Skating, and Speed Skating.

Making their debut as exhibition or demonstration sports and events are Freestyle Skiing, Curling and Disabled Skiing.

All the events will take place at spanking new sites and facilities in Calgary

and the surrounding area. Spectacular Nakiska, site of the Alpine Skiing events, is the latest addition to the list of Western Canada's world class mountain resorts which already includes Banff and Jasper in Alberta and Whistler in British Columbia.

# Fell-Fab Improves Aviation Safety



*Fell-Fab clean-room solar blanket production for the European satellite program.*

Tragic fires in passenger aircraft have aroused the interest of Mobil Oil Singapore in a product developed and patented by Canadian company Fell-Fab Products.

Fell-Fab's **Fire-Block** is an inexpensive but effective concept of encasing the foam core of airline seats with a fire-resistant fabric shield. The fabric, which meets or exceeds all specifications of the United

States Federal Aviation Authority, has been purchased by Mobil Oil for its fleet of aircraft.

Fell-Fab is a major supplier to airlines of custom draperies and interior trims. The company can make a complete outfit for a 400-passenger Boeing 747 in one week.

As a manufacturer of satellite compo-

nents, Fell-Fab produced "interleaves" for the European Space Agency's *Olympus* communications satellite program.

Fell-Fab also makes a wide variety of industrial textile products including:

**Felco Pallet Covers** for use in storage or transportation

**Boomerang, Felco Portable Silos and Quick Bin** portable storage systems for free-flowing dry bulk

**Nuclear Reactor Insulating Pads** for conserving energy

**Wing Covers** to safeguard airplane wings before assembly

**Flexible Planar Radomes** to protect and improve the performance of communication equipment

**Felco Container Liner Systems** for contamination-free transport of free-flowing dry bulk goods

**Felco Bulk Liquid Container** for the transport of fluids

**Truck Tarpaulins** of natural and synthetic materials

Company President, Don Fell, is committed to pursuing markets in Asia and will be exhibiting at Asian Aerospace '88 being held in Singapore in early 1988.

For more information please contact Mr. Don Fell, President, Fell-Fab Products, P.O. Box 3303, Station C, Hamilton, Ontario, Canada L8H 7L6, telex 061-8673.

## Microwave Landing System

Canadian entrepreneur John Currie and his company Micronav Ltd., are producing a new airport landing system which by 1995 will be used at most of the world's airports.

The Microwave Landing System (MLS) has been adopted by the International Civil Aviation Organization as the successor to the Instrument Landing System (ILS) currently used at all but a dozen airports which have already converted to the MLS.

### More Accurate

Experts view the MLS as being more flexible and accurate than the ILS and useful in boosting the efficiency of large airports and increasing access to small airports regardless of weather conditions.

The MLS has two elements, a ground transmitting unit at the airport and a computer on board the aircraft. Worldwide, airport conversion is estimated to cost between C\$3-billion to \$4-billion.

Micronav, located in Sydney, Nova Scotia, is the only Canadian manufacturer of this system. Helping the company in its efforts to market the product worldwide is the fact that it is an original designer and manufacturer. As such it is unhampered in forays into other national markets and is able to introduce design modifications as required.

For more information on MLS, please contact Mr. David Underwood, Director of Marketing, Micronav Ltd., Point Edward Industrial Park, Sydney, Nova Scotia, Canada, B1P 6J9, telex 019-35126.



*John Currie with Microwave Landing System components.*

# Canadian Banking Mini Bang

The Canadian banking industry is facing a "mini bang". On June 30, 1987, the industry will be deregulated. Canadian banks will then be permitted to engage in a wide range of investment banking and stockbrokerage activities.

As a result of this development, most Canadian banks are now looking toward investment banking, commonly referred to as securitization. Two primary areas are being considered: bond underwriting and mutual funds, often called investor services.

Singapore, too, is following this world trend and developing into an investment banking centre. Over the past five years, the volume of securities trading has increased by 49 per cent (see chart).

SECURITIES AND EQUITIES			
END OF PERIOD	TOTAL	IN SINGAPORE	OUTSIDE SINGAPORE
	9 = 10+11 S\$ Million	10 S\$ Million	11
1982	3,686.3	3,562.7	123.6
1983	4,390.3	4,249.9	140.4
1984	4,379.0	4,236.8	142.2
1985	5,072.9	4,880.4	192.5
1986	5,449.5	5,089.1	360.4

Source: Monetary Authority of Singapore

As Charles Carlson, manager of Toronto Dominion Bank in Singapore, sees it, "There will be future parallel development in Canada and Singapore toward securitization."

In general, banks everywhere are moving away from commercial lending and syndicated sovereign risk lending (lending money to governments) to securitization.

With the five major Canadian banks present in Singapore, the expertise developed by these banks will contribute to Singapore's progress toward becoming a mature investment centre.

Over the last few years the activities of the Canadian banks, which are all based in Singapore but operate throughout ASEAN, have undergone changes.



"The banks used to be very tough competitors," says Euan Ansley, Bank of Montreal's Manager in Singapore, "but now we have all gone in different directions. The old way of banking is out."

The Bank of Montreal, which has a branch and a merchant bank in Singapore, as do the other four Canadian banks, is now strictly interested in trading money. Operating only on a wholesale basis, its

branch handles foreign exchange and money markets while capital markets is the business of the merchant bank.

Remarks Mr. Ansley, "Asia still has a lot of potential and we are looking to expand regionally. As an example, we now have treasury people travelling the region monthly."

## Scotiabank

The Singapore branch of the Bank of Nova Scotia is used as a funding centre for loans often raising money on behalf of its other branches.

According to Manager Bob Erickson, Scotiabank has three main operations in Singapore: a domestic funding unit for

local loans; an Asian Currency Unit handling funding and foreign exchange; and a merchant bank used mostly for offshore loans from any country in Asia.

With its comprehensive network of branches in 10 Asian countries, Scotiabank is seriously committed to the region for the long-term as part of its international banking policy. However, when it comes to capital markets in Asia, the bank is being cautious.



Peter Tulloch explains the Canadian Imperial Bank of Commerce's regional activities as trade and project financing with an emphasis on Canadian corporate clients.

Many of the bank's support packages are linked with the Export Development Corp., a Canadian crown corporation which provides credit to buyers of Canadian goods.

CIBC Asia Ltd., the bank's merchant arm, has begun dealing in securities trading. At the moment it is trading mostly bonds and Euronotes, but, says Mr. Tulloch, it hopes to build a sales network selling Canadian bonds and securities regionally.



James Lawrie, General Manager of the Royal Bank of Canada, sees a role for the banks to play in Canada-ASEAN trade.

As the other Canadian banks appear less interested in taking this part, he says the Royal Bank has taken the initiative and is now the only Canadian bank left in the region specializing in trade financing.

Mr. Lawrie explains, "Bilateral trade and investment is essential. We feel our job is to identify opportunities to further trade."



On the other hand, the Toronto Dominion Bank's regional customers are mostly the governments of Malaysia, Thailand and Indonesia. The fall in commodity prices has led to a drop in the request for loans from these governments. Consequently, the bank's volume of business has fallen recently.

To compensate for the decrease in sovereign syndicated loans the world over, TD is currently developing in Canada, securitization expertise. Its recent purchase of a Canadian stock broking firm is an indication of the bank's future activities says Mr. Carlson.

Yet, Toronto Dominion is also taking a cautious approach to development in Asia.



Another Canadian financial institution present in Singapore is Royal Trust Merchant Bank Ltd; which last year acquired Singapore's oldest merchant bank, Arbutnot Latham Asia Ltd.

Managing Director Gerhard Wehr outlines the bank's activities as corporate finance, lending and particularly, investment management.

"Royal Trust is keenly pushing portfolio management," he says. "We see ourselves as advisors to institutions and individuals in Southeast Asia, Australia and New Zealand providing them with investment information on Canada, the United States, Japan and Europe."

It will be interesting to see how the Canadian banks develop into this new area of investment banking.

Already Canadian banks are generally acknowledged as being technically superior to most banks in the world — a development resulting from Canada's tremendous geographic spread.

With this technological edge, Canadian banks are expected, as Mr. Carlson puts it, "to introduce investor services second to none".

## Canadian Education In Demand

Education is a commodity in high demand throughout the world. It is a prerequisite for development, both economic and social, and is of particular importance to the developing world.

Canada has a long tradition of excellence in education with world-class institutions offering their services to Canadians and other students from around the world.

Large numbers of foreign students have attended Canadian institutions over the years. ASEAN countries — in particular Malaysia and Singapore — have traditionally been a major source for foreign students in Canada.

Decentralization characterizes education in Canada. Although the provincial governments are responsible for education, schools at the elementary-secondary level are administered by locally-elected Boards of Education.

Responsibilities of such boards vary from province to province, but they generally include school construction, pupil transportation, hiring of teachers, and determination of tax rates for school support.

The elementary-secondary system in all provinces, except for Ontario and Quebec, extends over 12 grades. Normally, elementary schools consist of



ASEAN Students in Canada (by Province) — July 1, 1986

	New-foundland	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	TOTAL
Malaysia	44	151	69	141	1,597	358	46	195	308	2,904
Singapore	14	93	30	24	732	239	15	228	266	1,641
Philippines	3	5	0	10	955	10	2	110	48	1,143
Indonesia	4	10	4	51	320	33	7	15	119	563
Thailand	1	6	3	12	75	3	6	30	35	171
Brunei	2	3	3	6	29	12	3	35	32	125

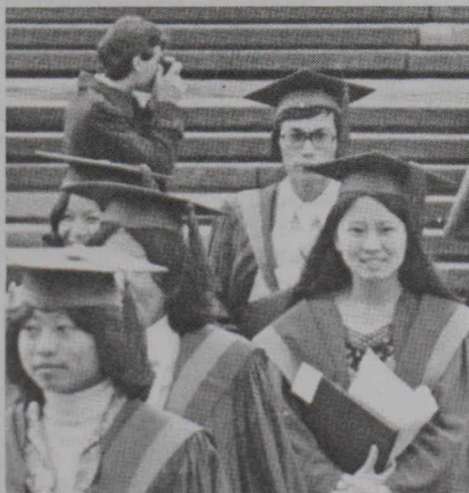
Figures for July 1986 show that while Hong Kong remains the major source, Malaysia was number three and Singapore number four. Students from all six ASEAN nations are currently studying in Canada, primarily in Ontario, British Columbia, and Alberta. By doing so they help to provide cultural and personal bridges between Canada and ASEAN which will endure well into the future.

### Unique Systems

Education is a provincial responsibility. Thus, unlike many other nations, Canada does not have a single educational system. Rather, the provinces have established their own systems in response to their varying needs. Each provincial system is in some ways unique — in local organization, grade structures, funding, curriculum, or testing.

The federal government nonetheless maintains an interest in education, particularly in the form of financial contributions to the funding of higher education and assistance to provincial governments in promoting bilingualism in education.

grades one through six, with secondary school comprised of grades seven through 12. In addition, some provinces provide one year of education prior to grade one — kindergarten.



In Ontario, primary education has eight years and secondary school has traditionally included an extra year, grade 13. At present, the system is being modified, with the result being that students in Ontario will now be able to complete second-

ary school in four, four and one half, or five years, depending on the wishes of the individual student and on the course of study.

In Quebec, secondary school continues only to grade 11. This is followed by two or three years in a "college d'enseignement general et professionnel" (CEGEP). Students planning to go to university must complete the two-year CEGEP program.

### Started in 1663

University education in Canada has a long history which reflects Canada's status as a developed nation as well as its bi-cultural heritage. The foundations of Canada's higher education system can be seen as far back as 1663 — with the establishment of the Seminaire de Quebec by Bishop Laval.

Although many years were to pass before the Seminaire developed into its present state, the Universite de Laval, this represents the beginning of university education in Canada. To put this into perspective, 1663 is only 50 years after

(Continued on page 6)

the first permanent European settlers arrived in Canada. The establishment of the institution, which in time became the first English-speaking university in Canada, the University of New Brunswick, had to wait until 1785, although the first university charter, given to the University of King's College in Nova Scotia, was not issued until four years later. By 1867, the year of Confederation, Canada had 18 degree-granting institutions.

### 1,500 Programs

At present, Canada has over 45 degree-granting institutions. They provide programs ranging from accounting to zoology, although no single university offers the entire array of some 1,500 different programs. Depending on the province, a bachelor's degree in arts or science takes three or four years of study. Most universities offer both a pass and an honours degree; the latter requiring an additional year of study.

Many universities also offer post-graduate courses. Admission to a master's degree program is usually contingent upon completion of an honours bachelor's degree and requires an additional year or two of study as well as a thesis. Entrants to doctoral programs must have a master's degree in the same field.

Due to the provincial responsibility for education, tuition fees vary considerably at the university level. In 1986, fees for a foreign student in a bachelor's degree course in arts or science ranged

from C\$960 to \$5,800, or more. Fees also vary from institution to institution as well as with the course of study.

As an alternative to university education, all provinces have established public community colleges. These institutions require a secondary school diploma for admission, although many allow "mature

students", who would not meet normal requirements, to enrol. These colleges offer courses in applied arts and technology, nursing, and para-medical technology such as dental assistants.

*For more information on Canadian educational institutions, please contact your nearest Canadian diplomatic mission.*



## New Business Council

The setting up of an ASEAN Canada Business Council (ACBC) has been agreed upon and will be launched in 1987.

The new council will put Canada on par with Japan, the United States, New Zealand, Australia, and the European Economic Community, which already have private sector dialogues with ASEAN.

Details for the ACBC will be completed at a meeting to be held this June. It is expected that the council's first meeting will take place just before the major ASEAN governments December summit in Manila.

The Indonesian Chamber of Commerce and Industry (KADIN) has been chosen as the council's ASEAN convener, while the Singapore International Chamber of Commerce will be the Singapore convener.

## Remote Sensing Seminar

ASEAN audiences displayed great interest in the Canadian Remote Sensing seminars that were held recently in Bangkok, Jakarta and Kuala Lumpur.

In total more than 400 people attended the three seminars in which 11 Canadian companies took part.

Remote sensing by airborne and satellite collection systems, a means of observing and measuring the environment, is an essential method for managing vital resources everywhere in the world.

### Monitor Changes

With this tool, environmental changes can be monitored for applications such as crop and forest management, land-use planning and water resource control.

Canada is a leader in the development of this advanced technology and in the design and manufacture of systems for its

application. Much of Canada's effort is aimed at making technology affordable and accessible to decision-makers in developing countries.

### Canada World Leader

Private remote sensing companies in Canada have sharpened their skills and technology by finding, developing and managing Canada's own vast natural resources.

Canadian firms are world leaders in manufacturing equipment for gathering and interpreting remote sensing data. About half of their revenue is generated from export sales, many to ASEAN countries.



## Marine Co-Op Program

The effects of pollution and other ecological factors on marine resources will be the theme of future activities carried out by the ASEAN-Canada Co-operative Program on Marine Science.

This topic will be the central feature of the program's upcoming inter-regional workshop being held this June in Phuket, Thailand.

The program, which is supported by a C\$900,000 Canadian government grant, has already successfully implemented three major activities: placing three ASEAN post-graduate students in Canadian university courses; organizing an ASEAN study tour which visited government and private marine-related research institutions in Canada; and sending a Canadian advisory team to ASEAN late last year.

The Canadian team identified marine science subjects for discussion at the Phuket workshop and another meeting to be held next February in Malaysia.

At that meeting, the agenda will include: environmental monitoring of marine pollution; developments of environmental standards; marine resource contamination; and plankton studies.



Photo by: A. Inkpen

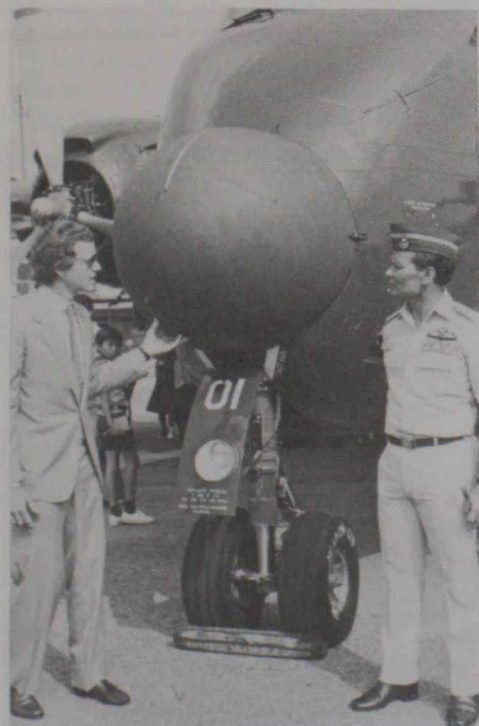
*Phuket, renowned for its scenic wonders both above and below the water's surface, is the site of the next meeting on marine resources.*

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## Around the Region

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### MALAYSIA



*High Commissioner von Nostitz and Brigadier General Yunus inspect the 21 year old Caribou.*

## Caribou Plane Celebrated

In March 1966, the Royal Malaysian Airforce (RMAF) took delivery of 18 new deHavilland Caribou Transport Aircraft. The RMAF's first Caribou, which is still in operation today, was flown over the Atlantic through difficult weather conditions by a young pilot who is now RMAF Commander, Air Support Command Brigadier General Dato Mohd Yunus.

Some 21 years later, 14 of the Caribous continue to be the dependable and popular workhorse of the Airforce.

To commemorate the Caribous' impressive service record, the RMAF staged a special public celebration featuring formation flying, short take-off and landing demonstrations and parachute drops over Simpang Military Airport in the heart of Kuala Lumpur.

The deHavilland Aircraft Company of Canada has been designing and building aircraft for over 50 years. The company has earned a worldwide reputation as a producer of rugged, reliable, efficient equipment that can operate in all environ-

mental extremes with a minimum of support services and equipment.

For more than 20 years, the Caribou has demonstrated in Malaysia the ability to carry large payloads into and out of short semi-prepared airstrips. The Caribou's operational success is in part due to deHavilland's support throughout the life of the aircraft, emphasizing spare parts provision; technical specialist assistance; problem analysis and advice; as well as preparation and supply of special repair data.

In addition to the Caribou, deHavilland has sold to the Malaysian Airline System a number of twin-engined Otter aircraft. The company is also now marketing throughout the ASEAN region the Dash 8 short haul turbo prop aircraft which incorporates the latest digital avionics and is lighter, more reliable and less costly to maintain than previous models. Like other deHavilland aircraft, it is backed by deHavilland's experienced reliable worldwide customer support system.



*Staff members of the National Defense College of Canada (NDC) visited Malaysia and Singapore recently.*

*Major-General F. J. Norman is shown with Malaysian Armed Forces officers in Kuching, Sarawak.*

## Academia Fair

Canadian universities, colleges and schools were well represented at Academia '87, Malaysia's first international exhibition on educational institutions, held in late April at Kuala Lumpur's Changkat Pavilion.

Interest in Canadian universities and colleges was high now that fee hikes in other countries have made the cost of attending even Canada's best universities relatively inexpensive.

Educational ties between Malaysia and Canada stretch back more than three decades. During this time, over 52,000 Malaysians have been educated at Canadian institutions. While Malaysia's 3,000 students currently in Canada study subjects ranging across the whole arts and science spectrum, engineering, business studies and computer science are the most popular fields.

Further progress was made in Canada/Malaysia science and technology co-operation with the March opening of the Malaysia Science Festival, which was formerly the Canadian Science Circus.

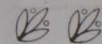
Following its sell-out run at the ASEAN Science and Technology Week, held in Kuala Lumpur last April, the Circus was acquired by Malaysia from the Ontario Science Centre with a grant provided by the Canadian International Development Agency.

## Ontario Science Circus Finds New Home

Transfer of Canadian technology on designing and maintaining a sophisticated science education exhibit was a major part

of the package. A long term program of co-operation between the Ontario Science Centre and Malaysian educators will cover training sessions and the passing on of innovative approaches to exhibit design.

Over the next two years, the exhibit will be taken on tour enabling Malaysians across the country to enjoy this ingenious Canadian collection of hands-on displays of scientific and technological principles.



## PHILIPPINES

### Books from Canada

Residents of the impoverished Philippine province Negros Occidental recently received some "food for the mind".

A book donation was successfully organized by Holly Ondrovick, a Canadian Rotary Club Exchange Student who is spending the year in Negros, with the help of the Canadian Embassy.

The books, consisting of fiction, science, children's literature and other basic learning manuals for the young, were collected by the Canadian Organization for Development Through Education (formerly known as the Overseas Book Centre), and the Rotary Club of Woodstock, Ontario.



*Holly Ondrovick (far right), and Canadian Ambassador R.H. Davidson help Negros officials and Rotary Club Officers unpack the more than 1,000 books.*



# Water of Freedom

President Corazon Aquino drew water from a plastic handpump when she visited Nueva Ecija Province to mark the completion of low-cost water supply projects in 15 Philippine provinces.

The projects were implemented by the "Tubigan ng Kalayaan" (Water of Freedom) Program initiated by the Philippine Business for Social Progress, a philanthropic agency set up by members of the local business community.

The handpump adopted by the program was designed and manufactured by the Engineering Department of the University of Malaya in Kuala Lumpur, Malaysia. The pump is the product of a research project sponsored by the International Development Research Centre (IDRC) of Canada.

The inexpensive pump is unique in several ways: made from plastic, it does not rust and is built to withstand the high level of stress and abuse which pumps routinely receive in rural areas. If the pump does break down, its simple design allows villagers, particularly women, to carry out the necessary repairs by themselves.

The prototype for this remarkable plastic pump was developed by the University of Waterloo in Canada. Engineers at the University of Malaya have since modified the Waterloo design to suit local conditions. They are now manufacturing their model for ASEAN countries under the trade-name "Unimade".

The handpump, however, cannot be installed in areas where the water-table is lower than 20 metres. In areas with such low water-tables, the "Tubigan ng Kalayaan" Program opted for the building of rainwater storage tanks.

The first tank was built in the backyard of Bangkal Elementary School in the town of Sapián by the Capiz Development Foundation with support provided by IDRC. IDRC funding enabled the foundation's staff to perfect their construction techniques through the building of 30 more tanks. The foundation is now busy building an additional 150 tanks: 50 to be funded by the "Tubigan ng Kalayaan" Program and 100 by UNICEF.

When all projects in the "Tubigan ng Kalayaan" Program are completed, villagers affected will be "freed" from the problems of a scarce water supply — as the children of Bangkal Elementary School now are. They used to bring their own drinking water to school. Water their parents fetched from a river one kilometre and a half from the village. Now these villagers have all the water they need in their own backyard.



*President Aquino checking out the pump.*

## Negros Development Fund

Recognizing the economic and social effects the collapse of the sugar industry is having on the province of Negros Occidental, the Canadian International Development Agency (CIDA) established the Negros Rehabilitation and Development Fund.

### **\$11-million**

With a budget of C\$11-million, the fund is intended for non-governmental organizations involved in socio-economic development programs; primarily income generating projects in four main areas: agricultural diversification; agro forestry;

microenterprise/livelihood; and agro industrialization.

The program committee, made up of people from Negros, sets policies and recommends projects for approval by the Canadian Ambassador to the Philippines.

A co-ordinating officer distributes information, receives and analyzes proposals and carries out project monitoring and evaluation.

A unique feature of the fund is that upon approval, the money goes directly to the organization thus greatly reducing the time needed to disperse funds.

This new development assistance program by CIDA has the potential to create maximum impact in minimum time.

# Thailand: A Market Ripe

Sporting the most vigorous economic growth in ASEAN in 1986, Thailand offers a market of significant potential in the medium term. To take advantage of these inviting circumstances, Canadian companies are being encouraged by Thai and Canadian government officials to compete in the Thai market.

By matching Canadian competitive advantage to industrial growth industries in Thailand, the market potential for Canadian companies includes:

- manufactured goods and services
- agro-fish processing and forest production, and
- energy and mineral development.

## Manufactured Goods and Services

In conjunction with the focus of the Sixth Five-Year Plan (1986–1991) on the development of Thailand's export-oriented industries, Canadian companies would be wise to consider investment growth opportunities in the following areas:

### 1) Industrial Machinery and Services

Demand for industrial machinery is projected to increase steadily due to the high pace of development in the manufacturing, agricultural and construction sectors.

Special industrial machinery that requires high technology is imported.

The major end-users for industrial machinery and services are plants and organizations involved in electricity generation, electrical utility services, oil/gas exploration and refining, mining, agro/food processing, hotels and high-rise buildings.

### 2) Mining Equipment and Services

The Sixth Plan emphasizes a continuing increase in the exploration and development of Thailand's sizable natural resources. Large scale exploration will begin in the production of economically beneficial minerals. Thailand has commercial deposits of antimony, lignite, limestone, phosphate, tin, tungsten, zinc and gold.

Development of these natural resources offers excellent opportunities for engineering consulting services and sales of a wide range of products including mining equipment/instrumentation, mineral processing, and material handling equipment.

### 3) Computer Hardware and Software

Thailand is entirely dependent on imports of computers, peripherals and com-

puter related equipment. Total imports of these products in the first half of 1986 was US\$115-million.

The principal customer is the government sector, where the degree of computerization is still far behind that of the private sector due mainly to earlier budget constraints. The Sixth Five Year Plan will concentrate on developing data and information systems, especially the establishment of information networks for policy planning.

## Computer Opportunities

Opportunities for Canada lie in the areas of (a) computer peripherals such as data input/output devices, and communications/transmission equipment (b) specialized products and systems such as radio data transmission, image analysis, SCADA and (c) turnkey systems such as videotex and CAD/CAM.

### 4) Medical Equipment and Supplies

Thailand's total imports of medical, surgical and hospital equipment in 1985 was US\$160-million. North American and European medical equipment and supplies are well accepted.

The Ministry of Public Health, which runs about 600 hospitals in Thailand, is the single largest consumer of medical equipment and supplies with an estimated 1987 budget of US\$50-million. Another 4,000 clinics are operated by the private sector.

### 5) Food Processing/Packaging Equipment

Thailand is a major food producer and one of the few developing countries capable of exporting quality food products on a large scale. The Thai government has placed a major emphasis on the development of agriculture and food-related industries.

Despite higher prices, imported equipment is still preferred by Thai food processors and packers due to its quality and durability.

## Agriculture/Fish Processing and Forest Production

Agriculture is the mainstay of the Thai economy and Thailand is virtually self-sufficient in the production of food.

There are however, certain areas that merit attention for the export of Canadian products and services to Thailand.



*Bangkok, with its rich cultural heritage and rapidly expanding business and industrial base, will lead Thailand's growth.*

Photo by: A. Inkpen

# For Canadian Investment

1) **Swine:** Each year Thailand imports approximately 2,000 to 3,000 head of swine for breeding purposes. Although the United States, Holland, Denmark and Belgium play a vital role in this sector, there is still room to break into Thailand's market.

2) **Poultry:** In 1986, Thailand imported approximately 1.2 million layers/broilers from the United States, Holland and the United Kingdom. With the appointment of a new agent, Canada should be able to capture a reasonable market share.

3) **Embryo Transplants:** The dairy cattle industry is under government promotion. It is believed that there is a good possibility for exporting embryos to Thailand. While embryo transplants are still new, concentration should also be placed on bull semen promotion.

4) **Fish:** The Thai fishing industry, second in importance to agriculture, has expanded rapidly over the last decade. The average fish catch weighs around 2 million tons each year.

Statistics indicate that Thailand imported 43,030 metric tons of fish (fresh, chilled or frozen) from major suppliers such as Japan, the United States, Indonesia and France. Canada is also an exporter of chilled and frozen salmon to Thailand.

5) **Pulp and Paper:** Canada, together with the Scandinavian countries, is well represented in Thailand's market. Buyers in Thailand have good knowledge of the Canadian pulp and paper industry. Canada currently has about 20 to 30 per cent market share in Thailand.

## Energy and Mineral Requirements

For purposes of identifying market opportunities, this sector can be defined as follows:

(i) Supply of goods and services to the oil and gas industry and the electric power industry,

(ii) Supply of minerals to Thailand's basic industries.

The Thai market for oil and gas equipment and services is estimated to be \$80-million a year. Thailand currently produces about 35,000 bpd of oil and 367 mcf of natural gas. This output meets about 30 per cent of current domestic requirements.

The Thai market for goods and services used in the electric power industry is estimated to be \$920-million a year. The country's total installed electrical generating capacity is now 6,644 MW. Peak demand is expected to increase by



*Some of Thailand's annual fish catch of 2 million tonnes drying in the sun.*

Photo by: A. Inkpen

about 400 MW a year over the next 10 years.

The Thai market for imported crude minerals is about US\$70-million annually while the import market for base metals is about \$1.2-billion annually.

(i) **Oil and Gas Sector** Proven and possible economically recoverable natural gas reserves are currently indicated to be 12.9 trillion cubic feet (TCF) of which 2 TCF are proven and under development. Most of the gas is offshore.

Proven and possible economically recoverable reserves of petroleum liquids (oil and condensate) are presently estimated at 80 million barrels, most of it onshore.

## Not Developed

Thailand has three refineries (combined capacity 175,000 bpd) and a gas separation plant. The downstream petroleum industry is not yet well developed although construction of an olefins complex will begin soon. The offshore gas is brought ashore by the world's longest (425 km) undersea pipeline.

Production of oil and gas in Thailand is controlled by multinational oil companies operating under a concession sys-

tem run by the Thai government. The Petroleum Authority of Thailand (PTT), a state enterprise, purchases most of the domestic production, as well as imported oil, for refining and distribution throughout the country. The PTT also holds one offshore concession.

## Local Presence Vital

Foreign oil companies purchase supplies and services from companies approved by their headquarters. Local representation is almost always a must.

The major competing suppliers are the United States, Japan, Singapore and the United Kingdom. Petro Canada International Assistance Corp., is active and Canadian expertise is highly regarded.

The best prospects are in areas of gas transmission equipment and services: Work on one 170 km offshore pipeline, and one 400 km onshore pipeline should begin in the next two to three years, exploration equipment and services, geological surveying, contract maintenance and training services. PTT is building a few oil and LPG depots and may eventually build a second gas separation plant.

*(continued on page 12)*

(ii) **Power Generation Sector** A national grid supplies electricity to most parts of the country using hydro, thermal, combined cycle, gas turbine and diesel plants.

### Efficient Power

Power generation is efficiently run under the Electricity Generating Authority of Thailand (EGAT).

The best prospects for Canada are in supplying power boilers, equipment for substations, and transmission lines.

(iii) **Minerals Sector** Growth in demand for imported minerals, such as iron, copper, zinc, lead and nickel will remain static or decline with the possible exception of aluminium, as Thailand develops its own mineral resource base in the next decade. Production of many minerals, particularly lignite, gypsum, feldspar, lead and zinc, is expanding.

The management of Thailand's mineral resources is the responsibility of the Department of Mineral Resources (DMR). DMR has a major project to expand its geological data base.

### No Aluminium

There is no aluminium production in Thailand and demand should increase steadily. Canada exported almost 17,000 tonnes of aluminium in 1985, for a market share of 42 per cent. Alcan has two fabrication plants in Thailand.

Thailand currently imports all of its sulphur. In 1985 imports from Canada were almost 40,000 tonnes or 78 per cent of the market. Demand for Canadian sulphur should remain constant unless the National Fertilizer Project goes ahead, in which case demand would rise sharply. The major importer of sulphur is Metro Co. Ltd.

### Good Potential

Other Canadian minerals with good sales potential are nickel, copper, mica and nephelene syenite.

Canadian technical expertise and investment would be welcome in the development of Thailand's mineral sector including geophysical data collection; possible development of a steel industry; development of the potash industry; and development of gold mining.

For more information, contact:  
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Commercial Counsellor  
Canadian Embassy  
Bangkok.

Prepared by: Nigel Godfrey.

## C\$60 – million for Thailand



*HRH Crown Prince Maja Vajiralongkorn (right) chatting with Mrs. Landry (left) in the presence of Canadian Ambassador John Paynter and his wife, Inge.*

During a visit to Thailand in March, Canada's External Relations Minister, Monique Landry, signed agreements for nearly C\$60-million in funding from the Canadian International Development Agency (CIDA).

One \$21-million agreement covers major CIDA projects in Thailand including scholarships, food processing technology, training, natural resource development and a strategic industrial study.

Mrs. Landry said CIDA programs are no longer concentrating only on aid but are promoting the creation of trade links between Canada and recipient countries, including Thailand.

"We see a need to develop a closer link between aid and trade to help the

private sector because trade can do a lot more for job creation in the long term," she said.

Mrs. Landry also announced the approval in principle for a \$36-million industrial sector program called "Enterprise Thailand" aimed at enhancing Thai-Canadian private sector co-operation.

This program will support the major goals of Thailand's Sixth Five Year Plan by encouraging the Canadian private sector to collaborate with Thai firms in projects which could benefit from Canadian skills and technology.

A third agreement was also announced; \$5-million to support the social and economic development of women.

## Energy Assistance Accord

In March an agreement was signed for a co-operative project in Thailand between Petro-Canada International Assistance Co-operation (PCIAC), the Petroleum Authority of Thailand (PTT) and the Petroleum Institute of Thailand (PTIT). This new two-year agreement ensures that PCIAC will have a continuing role with PTT, and now with PTIT, in assisting Thailand to achieve its goal of greater energy self-sufficiency.

Under the agreement, PCIAC will provide PTT and PTIT with technical assistance amounting to C\$4.7-million. The emphasis of this agreement will be on

training and consulting services in the areas of exploration and production, gas operations and management operations. The newly created Petroleum Institute of Thailand, which has already benefitted from PCIAC assistance, will receive a further \$500,000 for consulting services to prepare a long-term development plan and to organize courses and conferences for the energy industry.

The new technical assistance agreement is expected to create additional opportunities for Canadian energy interests in Thailand.

# Quebec Trade Office Officially Opened



*In front of the cameras: (from left) High Commissioner Brady, Mr. MacDonald, Mr. Bonifacio.*

The Honourable Pierre MacDonald, Minister of External Trade and Technological Development for the Province of Quebec, was in Singapore in early April to officially open the Office of the Agent of Quebec.

The office will serve as the provincial government's regional headquarters for the fostering of trade in the ASEAN region.

The Minister's trip and the official office opening are a demonstration of Quebec's recognition of the growing importance in world trade of the Asia Pacific region. As a result, the province has embarked upon a concerted effort to further develop mature trading relations in the region.

Mr. MacDonald was accompanied on his visit — which included stops in Malaysia, Thailand and Hong Kong — by 35 Quebec businessmen making up three separate commercial and ministerial missions.

Mr. MacDonald called on Dr. Yeo Ning Hong, Minister for Communications and Information. He also met Chan Chin Bock, Alternate Chairman of the Economic Development Board, and Alan Yeo, Chairman of the Trade Development Board.

During these meetings, the minister reviewed Quebec's trade strategy and objectives and was briefed on Singapore's latest economic and trade forecasts.



*Trade Minister MacDonald unveiling the plaque.*

## Two-way Flow

At the opening, Dominique Bonifacio, Director of the regional Quebec office said, "Although positive gains have been made in trade co-operation between ASEAN and Quebec, we recognize that for the relationship to mature and prosper, there must be increased two-way flow of goods and technological expertise."

The main function of the Quebec office — which covers Indonesia, Malaysia, Singapore and Thailand — is to develop closer relationships with the business communities and identify opportunities for Quebec firms in ASEAN and for ASEAN companies in Quebec.

The Quebec business sector is particularly interested in trade in high technology such as telecommunications, computer software, food processing, hydropower, transportation, agro-industrialization and hospital equipment; machinery for the construction and environment maintenance sectors; and consumer items like food products and furniture.

For more information, please contact: Mr. D. Bonifacio, Director, Office of the Agent of Quebec, #12-02 The Octagon, 105 Cecil Street, Singapore 0106. Telephone: 225-1411 Telex: RS 42250 QUESIN.

# Quebec Stages "Singapore Event"

A major Quebec-Singapore trade promotion culminated in Singapore with the visit of the "Evenement Singapour" (Singapore Event) mission in early April.

The foundation for the trade mission was laid down in Quebec last January with a month-long promotional campaign on Singapore. The aim of the promotion was to create a greater understanding of Singapore among the people of Quebec — specifically the business community.

According to Claude Beauregard, Assistant Vice President of Public Affairs at Bell Canada, a major sponsor of the mission, "The time has come to break the traditional barriers of export markets, and to offer small and medium-sized businesses in Quebec the opportunity to develop new markets abroad, particularly in Asia. It is in this spirit that Bell decided to support 'Evenement Singapour'."

Quebec firms interested in doing business with Singapore, but which lacked the resources necessary to break into the market, were encouraged to send in their names for a chance to participate in the special mission.

## 1,000 Entries

Ten companies were chosen from the 1,000 entries, and in April, came to Singapore where the members met with government and business representatives, and toured the port, airport and mass rapid transit system.

The promotional campaign was broadcast over the Telemedia FM Network, one of Quebec's main radio networks, and featured in the weekly business magazine, "Journal les Affaires".

The mission was sponsored by the Quebec Department of External Trade and Technological Development, Bell Canada, the Singapore Meridien Hotel, Air Canada, and Publications Les Affaires.



Photo by: Pierre St. Jacques

When on Montreal's quiet tree-lined streets, it is difficult to remember it is Canada's third largest city.

## Singapore Reporter On Quebec Assignment

In March, a Straits Times journalist, Anne Koh, was sent on assignment to Quebec to gain indepth first-hand knowledge of the province's political, economic and technological climate.

Organized by the Quebec Ministry of External Trade and Technological Development and the Office of the Agent of Quebec in Singapore, Mrs. Koh's trip was a lead-up to the major trade mission which visited Singapore, Malaysia, Thailand and Hong Kong (see article previous page).

While in Quebec, Mrs. Koh met with Premier Robert Bourassa; Pierre Mac-

Donald, Minister for External Trade and Technological Development; Louise Robic, Minister for Immigration and Cultural Communities; and Daniel Johnson, Minister for Industry and Commerce.

She also toured a large number of major companies and organizations including CAE Electronics, SPAR Aerospace, Canadian Marconi, Hydro Quebec, Lavalin Inc., the Montreal Stock Exchange and explored the vast underground city which is part of Montreal's rapid transit system.

## "Singapore Event" Participants

The Quebec companies which participated in "Evenement Singapour" were:

- Les Industries Amisco Ltee. — furniture manufacturer
- Becterm Inc. — computer and office systems
- Blondo — shoe manufacturer
- Bouthillette, Parizeau & Assoc. — energy consultants
- Les Cedres Papineau Inc. — furniture manufacturer
- Celliers du Monde — cider and wine manufacturer
- Corp. de Development Economique & Industriel de la region de Saint-Hyacinthe — an economic development body
- Granigroupe — commercial granite supplier
- Prudhomme & Freres Ltd. — maker of premixed concrete
- Ultratrix Industrie Ltee. — security specialist

# Raising Money For Kids



*Scott Smith receiving new bike from Lipton.*



*Smith on his bike in front of the Foreign Ministry.*

Canadian Scott Smith — who was born with severely club-feet which were corrected after almost two years of surgery — has been cycling around the world to raise money for the Save the Children Fund.

He left Canada in August 1985 and after 17,000 km, had his bike stolen in Bangkok. Upon reaching Singapore, one of his sponsor's, Lipton donated a new one. Here Scott receives the bike from Philip Chapman of Lipton (F.E.) Pte. Ltd.

The money Scott raises is being used in the fight to eradicate polio.

From Singapore, Scott heads for Australia.

## INDONESIA

# Canadian Pianist on tour

Pianist Jean-Paul Sevilla, Professor of Music at the University of Ottawa, enthralled his audience at the Jakarta Hilton in March with a program of Beethoven, Chopin, Schumann and an outstanding selection of shorter Ravel compositions.

Mr. Sevilla, who for the past year has been visiting professor at the Musashino Academia Musical in Tokyo, visited Manila and Jakarta while on a tour sponsored by the Jakarta Hilton, Philippine Airlines and the Canadian Embassies in the two cities.

Of Spanish descent and trained in France, Mr. Sevilla has resided in Canada since 1970. His musical career has won him numerous awards and involved frequent concert tours in Europe, North and South America.



*"... Sevilla seemed to have everything — from technique to temperament — that would go into the making of a musical interpreter of the first rank, one who seizes and holds the mind and emotion of the listener."*

*"The New York Times"*

# Water For Sulawesi

Care Canada will manage a C\$5.7-million rural community development project that will benefit 157 villages in Sulawesi, Indonesia, affecting a population of 143,000.

The four-year project will provide financial, technical and training support for the construction and maintenance of water supply systems in three provinces on the island.

## Health Instruction

Health instruction and training will be included along with assistance in setting up community-based, income generating activities in certain villages.

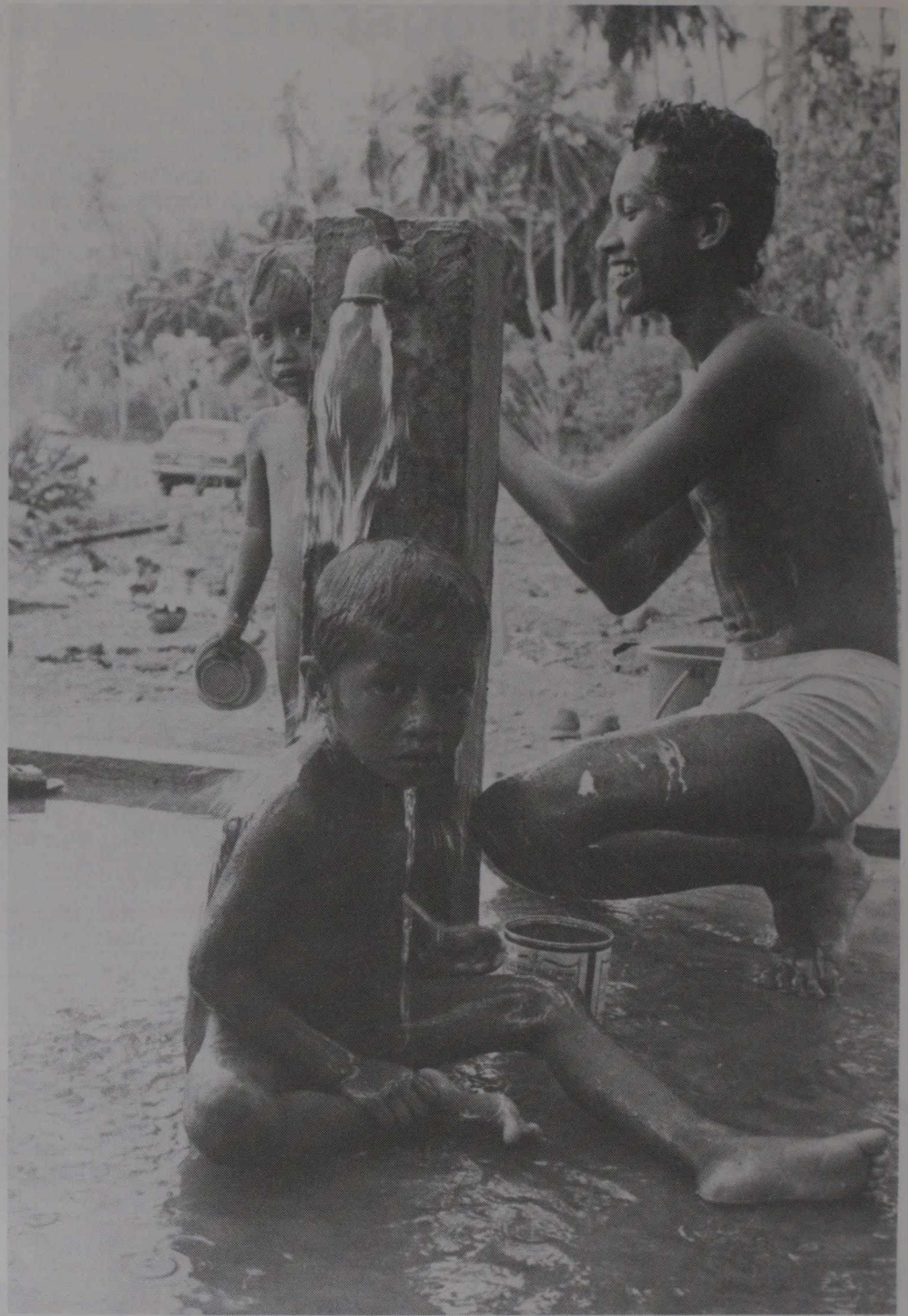
Care Canada will implement and manage the project in co-operation with Care Indonesia and the villages' community leaders.

The Canadian International Development Agency is providing \$5-million of the money which will cover a portion of the material and equipment in addition to the cost of training, maintenance and administration.

## Build Sanitation Systems

The Indonesian government will pay for the bulk of the material and equipment, and the communities will contribute the labour to construct and maintain the water supply and sanitation systems.

The Sulawesi Rural Community Development Project is the second phase of an assistance program which was begun on the island in 1978.



*Bath water courtesy of Care Canada.*

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

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Tel. 510709.

### Malaysia:

Canadian High Commission, 7th floor,  
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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  
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### CANADA-ASEAN

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