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# Canada

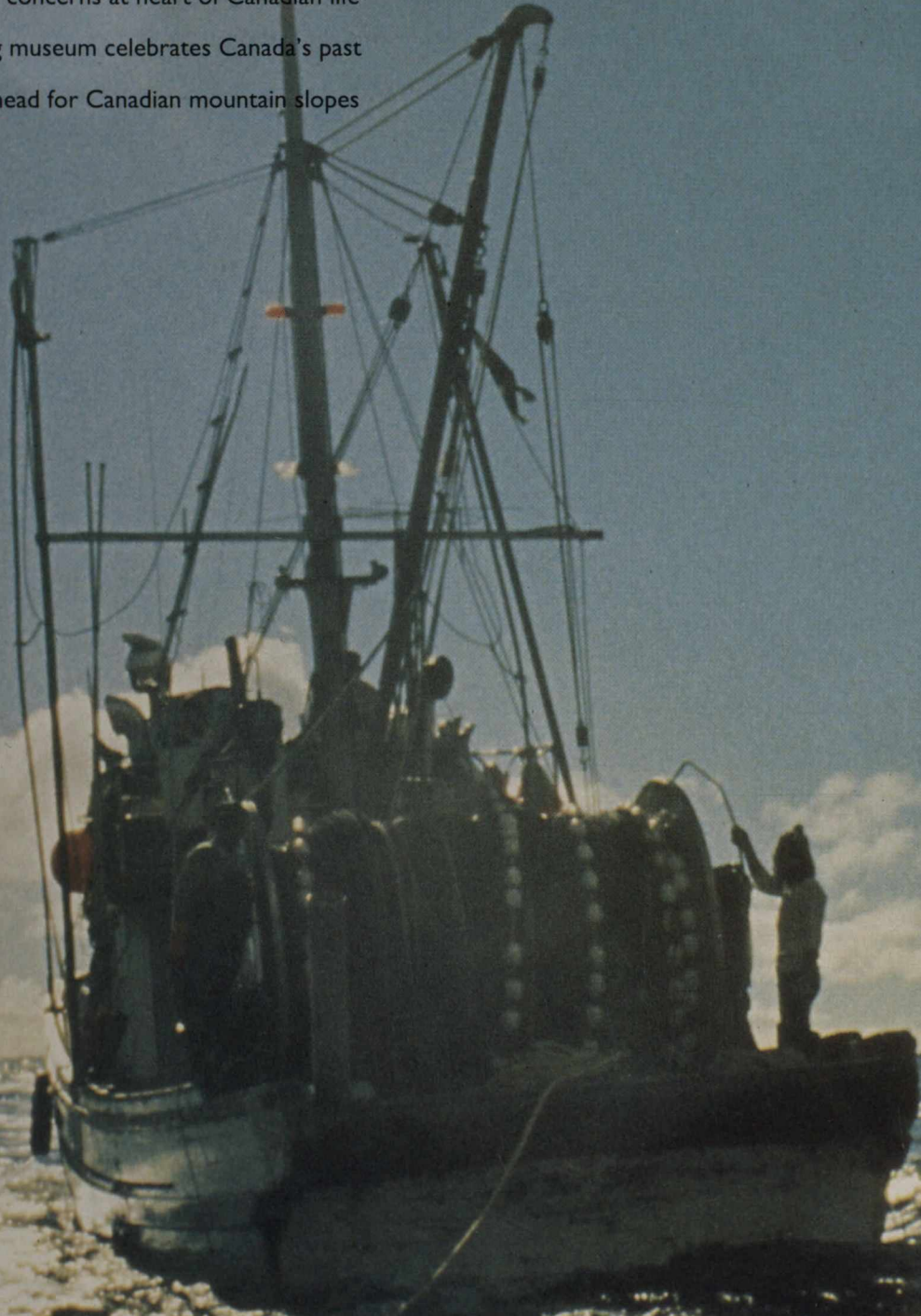


Today/d'aujourd'hui  
magazine  
Issue No 24  
November 1989



## *Overfishing depletes vital resource*

- Canada rises high in world business survey
- Environmental concerns at heart of Canadian life
- Future-looking museum celebrates Canada's past
- British skiers head for Canadian mountain slopes



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## Published by

Canadian High Commission  
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Canada House  
Trafalgar Square  
London SW1Y 5BJ

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## Production

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## Printing

Pegasus Print  
and Display Ltd

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## Editorial

In the last ten years or so, the world has seen a major restructuring of the global economy. Japan has emerged front and centre as a key participant in nearly all of the important economic and financial arenas; North America has united in a single free-trade area, the result of the Canada-US Free Trade Agreement; and the European Community, in the run-up to 1992, has moved even closer towards its goal of a genuine Single Market.

As a result, national markets have tended to become blurred around the edges to the point where many of them have all but disappeared. In their place are the three megamarkets – the Far East centred on Japan, North America and Western Europe.

One of the consequences of this global restructuring has been a rise in the level of international investment. Major companies the world over have been rethinking their corporate strategies, repositioning themselves to take advantage of the new global economy. In the process, many of them have become internationally mobile, making sizeable investments in countries that are often a long way from their home bases.

Throughout this period of major change, Canada has been rethinking its own strategies to make sure that it, too, is well positioned to benefit from the new global order. Not only has it become an integral part of one of the three megamarkets, but it has also strengthened its links to the other two, through the GATT and through private-sector corporate alliances.

More important, perhaps, it has made itself into one of the most attractive countries in the world among internationally mobile companies that are looking for new bases from which to do business. As the article on the opposite page shows, Canada is now close to the top of the league in world

competitiveness, having moved up from 11th place in 1984 to fourth place today.

What does that mean? Quite simply, it is a clear endorsement of the fact that Canada offers an excellent environment to companies, both foreign and domestic, that operate within its borders.

Also in this issue we demonstrate Canada's concern for world environmental problems and discuss some of the solutions including the need to reduce overfishing of the North Atlantic. Canada's new Museum of Civilization is previewed and we take a look at what the country has to offer winter sports enthusiasts. Finally, a colourful exhibition on traditional decorative folk art opens at the Canada House Gallery, November 21.



*Donald S. Macdonald*

Canadian High Commissioner

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ISSN 0226-6685

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## Front Cover:

*Fishing traveler at work on the Grand Banks.*

# Canada jumps to fourth place in world business survey

Direction des Affaires extérieures  
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'Canada offers international investors one of the most attractive locations in the world,' says Investment Canada President Paul Labbé.

A recent independent report on international competitiveness bears him out. It shows that Canada has moved ahead of all the European Community countries to take fourth place in the world competitive sweepstakes, and is now outranked only by Japan, Switzerland and the United States.

The World Competitiveness Report is compiled by the World Economic Forum in Geneva together with IMEDE, a business school in Lausanne. The report focuses on how national environments are conducive or detrimental to the domestic and global competitiveness of enterprises.

What is meant by competitiveness? Paul Hebel, one of the report's compilers, explains. 'In our view,' he says 'competitiveness is the ability of a country's entrepreneurs to design, produce and market goods and services that are better and cheaper than those of the international competition.'

In making its assessments, the report combines the factual elements of competitiveness as they are recorded by official statistics and the perceived elements of competitiveness drawn from a Business Confidence Survey especially conducted for the report. A total of 292 criteria are used to evaluate competitiveness in 23 developed countries and ten newly industrialised ones.

## Canada impresses on seven counts

The criteria are grouped into ten basic factors, in seven of which Canada performs particularly well. For instance, as far as the dynamism of the economy is concerned, Canada is now in third position, having jumped from seventh place in 1986. A high GDP, healthy foreign exchange reserves, strong industrial performance and the availability of basic public infrastructure services all contribute to the country's high rating.

Canada also does well in industrial efficiency. Thanks to high employee productivity, labour flexibility and stable prices for capital equipment,

it moves up four notches to take fourth place - ahead of West Germany and the rest of the European Community. The only European country to surpass Canada in this respect is Switzerland.

Factor three - the dynamics of the market - reviews the wealth, structure and sophistication of markets, and here too Canada is gaining ground. It is now ranked fourth.

## Strong showing on human resources

One of Canada's best showings is in the human resources sector. This factor examines the competitive advantages to be found in the skills, motivation, flexibility, age structure and state of health of a country's workforce, and here Canada is in second place, ahead of Japan.

The country's high ranking is due in large measure to its growing labour force and important public expenditure on education. 'Canadians are highly educated, productive and technologically sophisticated,' says Paul Labbé. By contrast, some of the larger European economies fare relatively poorly because of their unfavourable age structures.

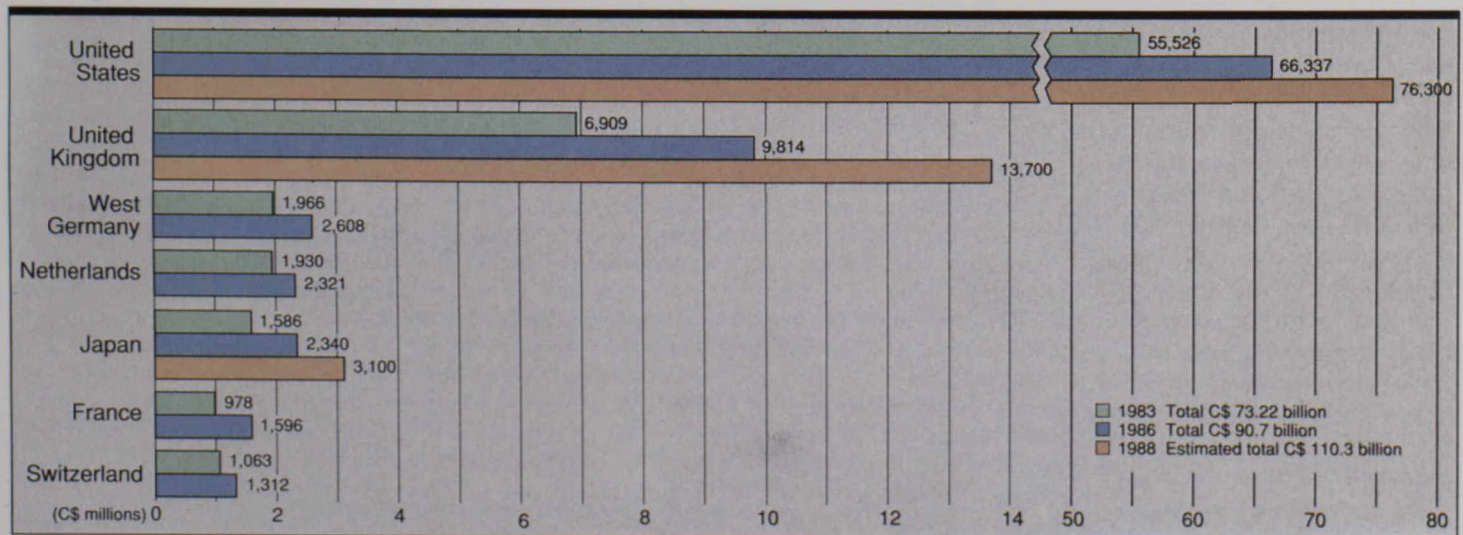
Business in Canada can take heart from the fact that the quality of a country's human resources is regarded as the key to international competitiveness. Paul Hebel, writing in the report, says 'What matters is not so much a country's starting point, but its ability to improve. This is important, especially for those players - management and employees - who are competing in the international arena. 'The steeper their learning curve, the more likely they are to outpace the international competition.'

## Low state interference coupled with high stability

Factor four - state interference - measures the types of state involvement deemed detrimental to international business competitiveness. Canada - with very little state involvement - achieves third position, partly because of the favourable tax policies it has put into place.

British direct investment in Canada has doubled in the last five years.

## Foreign Direct Investment in Canada



Source: Statistics Canada, Canada's International Investment Position

Public expenditure on education has created a highly skilled and technologically sophisticated workforce.



Understandably, as a resource-rich country, Canada also scores well with respect to natural endowments. But 'this factor has as much to do with the efficient use of natural resources as with their possession,' says the report. Norway with its abundance of petroleum and natural gas comes top in this sector. Canada comes close behind in second place, just ahead of Australia.

Canada is also among the front runners with respect to socio-political stability. This is due to its solid political and economic structures, stable industrial relations, and its high quality of life.

Britain fares less well in the competitive sweepstakes, occupying position number 11 overall. This is the slot that Canada was in five years ago, but since then the country has moved steadily up the competitive ladder — to seventh position in 1985, sixth in 1986 and now fourth in 1989.

'Our economic performance is strong and stable,' says Paul Labbé. 'Since the end of 1982, our GDP has grown faster than that of any other major OECD nation.' And, he says, that progress is set to continue. 'Canada's economic performance, openness to investment and its political stability — combined with an enviably high quality of life — present a unique combination of strengths as well as tremendous market potential.'



## Globe 90 — environment-industry trade fair and conference



In March 1990, Vancouver will hold North America's first international environment-industry trade fair and conference.

GLOBE 90 will be a showplace for products, services and technologies that allow business to operate more cleanly and efficiently. At the same time there will be an international conference on 'sustainable development' — the concept of doing business without destroying the environment.

Environment and economic development, once thought to be competing solitudes, now are recognized as being inseparably linked.

Forms of development that take into account impact on the environment are seen as the most viable approach to long-term business profitability and a healthy economy.

The event will be supported by private business in co-operation with the Canadian and British Columbia governments. Organizers expect that 2000 delegates from 40 countries will hear over 400 papers at the conference. In addition there will be more than 500 exhibits at the trade fair that will

deal with air, land and waste water management, information systems and hazardous waste.

The marketplace of ideas and hardware will draw people from developed and developing countries, international lending institutions, user industries, municipalities, and environment-industry suppliers. Environment experts, business executives, consultants, financiers, government officials, engineers, technicians and scientists will be at the meetings to share ideas and come up with business-oriented solutions. A number of countries are expected to present 5-to-10-year resource-development plans for discussion by international experts.

The five day meeting will show technologies from Canada and around the world, with a special focus on the Asia-Pacific region.

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# Canada at the forefront of the fight for the planet

'Our era has been one of unbridled, even aggressive development. This must be replaced by prudence, self-discipline and respect for natural environment.' — *Lucien Bouchard, Canada's Minister for the Environment.*

*The ravages of acid rain are demonstrated in these three photos taken in 1970, 1980, and today. What was once a green oasis in Germany is now a stark moonscape.*

Lucien Bouchard's words echo a concern that has been close to Canadians' hearts for several decades. While many countries are only just starting to take 'green' issues seriously, Canada can justifiably claim long to have been at the forefront of the fight for the planet.

With its small population and huge area, Canada is relatively free of the environmental problems that plague many of the more populous industrial nations. As a result, it is still possible to drink the water straight from most of Canada's lakes; and there is little risk of smog in all but the most crowded of Canadian cities.

Nevertheless, Canadians have long since recognised the dangers of environmental hazards such as acid rain, which can cause irreparable damage in just a few years. Many non-governmental groups have played a vital role in promoting this awareness, and many Canadian governments — at the federal and provincial levels — have taken important steps to stave off ecological disaster.

## Great Lakes Clean-up

Twenty years ago, for example, Canada recognised the dangers facing Lake Erie — one of the Great Lakes that forms part of the border between Canada and the United States. In co-operation with the US, it began a Lake Erie clean-up programme, spending some £500 million on treatment facilities that have drastically reduced the phosphorus pollution which was threatening the Lake's survival.

The Canadian government — along with the provincial government in Québec — has also moved to protect the St Lawrence River. The two governments have signed an agreement committing them to tracing the major sources of pollution, developing pollution abatement techniques and closely monitoring the clean-up results.

They have also agreed to rehabilitate the wetlands that border the river, to clean up the ports and canals, and to stem the decline of such species as the beluga whale, striped bass and Atlantic sturgeon.

## No more leaded petrol

The dangers of air pollution have also been addressed. Pollutant emission standards for motor vehicles were first set in 1975, which led manufacturers to equip vehicles with emission control devices like catalytic converters. At the same time lead-free petrol was introduced. Now, in one recent move, the federal government brought forward the date by which leaded petrol will be totally phased out. In Canada, only unleaded petrol will be available to motorists after December of next year.



Photos by Regis Bossu — Publiphoto

Furthermore, the government has just set an example here in London this month by converting its fleet of 16 vehicles, used by staff of the High Commission, to take unleaded petrol.

At the same time, the government has committed itself to spending £250 million per year on a programme to reduce sulphur dioxide emissions. The aim of the programme is to cut the emission-level to half of the 1980 level by 1994.

Canada has also introduced numerous recycling programmes in an effort to cut back the amount of waste that households generate, and to reduce the environmental damage so often associated with its disposal.

In Ontario, for example, most cities have introduced a rubbish-collection system that requires householders to separate their rubbish in different coloured garbage bags — one for paper, one for glass and one for the everything else.

#### National legislative powers

To back up all these recent improvements, the federal government in June 1988 passed an important piece of legislation entitled the Canadian Environmental Protection Act. The CEPA gives government the power to protect human health and the environment from risks associated with the use of toxic substances. Preventive in its approach, and comprehensive in its scope, the Act empowers government to take action against polluters and polluting activities. The CEPA also provides a framework for considered policy-making with tough regulations backed by powerful legislation.

## Environment-friendly products get a boost

One way to protect the environment is to buy products that do not harm it. Such products may be expensive, but four out of five Canadians have indicated they are willing to pay up to 10 percent more for such goods.

As a result, Environment Canada's Conservation and Protection Service has launched a programme to identify 'environment-friendly' products. To qualify, products must be biodegradable, packaged in recycled or recyclable material, and be free from chemicals that deplete the ozone layer.

Under the programme, possible environment-friendly products are, assessed by independent experts and, if they pass the test, they are labelled with a distinctive logo.

The Canadian government is paying to get the programme started, but by next year the programme is expected to be self-financing. Manufacturers applying to use the distinctive logo will pay to have their products tested; they will also pay an annual licence fee based on the value of retail sales.



Such action was given a further boost in September this year by a decision taken at the National Roundtable on the Environment and the Economy. The NRTEE is an advisory body to the government comprising members of the academic, business and political world. The NRTEE agreed to the federal government's proposal that they contribute to the development of a national strategy for the environment. In making the announcement Dr Johnson, the Committee's chairman and also Principal of McGill University, said; 'this reflects one of the founding principles of the NRTEE, to advise the Prime Minister and the government on policies and practices to harmonise economic development with the environment'.

#### International co-operation

However, Canada is keenly aware that protection of the environment cannot be achieved by countries acting independently of one another. Air and water pollution, ozone layer depletion and the greenhouse effect do not recognise national boundaries; so global co-operation is vital for long-term, meaningful success.

Here, too, Canada has taken the lead. It has long been involved in numerous international efforts to improve the health of the planet. As long ago as 1909, for example, it helped to make sure that The Boundary Waters Treaty, signed with the United States, contained a potent anti-pollution clause.

The country was also at the forefront in 1972 when Canadian Maurice Strong chaired the Stockholm Conference on the Human Environment, the first such meeting ever to be held. Strong later went on to become the first head of the United Nations Environment Programme.

Canada was also instrumental in getting the Brundtland World Commission on Environment and Development off the ground. Maurice Strong was again prominent as one of the members of this Commission, while another Canadian, James MacNeill, served as the Commission's Secretary General.

As a result of the Commission's work, the Canadian and provincial governments formed a 17-member taskforce to study the prospects for 'sustainable development' — that is, development that results in no harm to the environment. The members concluded that environmental considerations 'must be made integral to economic policy-making and planning'. This recommendation was endorsed by the Canadian Prime Minister and the premiers of the provincial and territorial governments.

Canada's overseas development agency also endorsed the recommendations of the Brundtland Report. As a result, it now directs 20-25 percent of its bilateral assistance into projects designed to improve the management of renewable and non-renewable resources.

'Whether we like it or not, the world is at a turning point,' says Monique Landry, Canada's Minister for External Relations and International Development. 'The environment cannot be allowed to deteriorate. We need global solutions.'



Destroying the forests reduces the world's ability to regenerate its oxygen supply.

**Canada hosts major conferences on the environment**

The Canadian government has also fought strongly for controls on cross-boundary pollution. At a meeting in Ottawa in March, 1984, it became a member of 'the 30 per cent club', agreeing with nine European nations to reduce emissions of sulphur dioxide by 30 percent by 1993.

In 1987, it pushed hard for the Montreal

Protocol, which pledged the major industrial nations to cut production of ozone-depleting substances, such as CFCs, by 50 percent by 1999. Lucien Bouchard, Canada's environment minister, has since declared that nations should aim for at least an 85 percent reduction in these harmful chemicals.

Last year, Canada again played host to a major conference, this time on the greenhouse effect. Entitled *The Changing Atmosphere: Implications for Global Security* the conference brought together environment and policy experts from around the world to suggest how atmospheric damages can be prevented.

One of the conference's recommendations was that an international 'action plan' be drawn up to help protect the atmosphere. This led to a meeting in Ottawa, in February of this year, of international legal and policy experts who drafted a set of principles for use in a convention to slow changes in the climate; and to an umbrella agreement to protect the atmosphere in general.

Next March will see another step forward when Vancouver plays host to GLOBE 90, North America's first environment industry trade fair. At the same time, there will be a conference on sustainable development (see box on page 4).


'The world is facing an environmental crisis of unparalleled magnitude,' says Canadian Prime Minister Brian Mulroney. 'Nature is sending us an urgent message that we ignore at our peril.' Canada is determined that the warning will be heeded. 

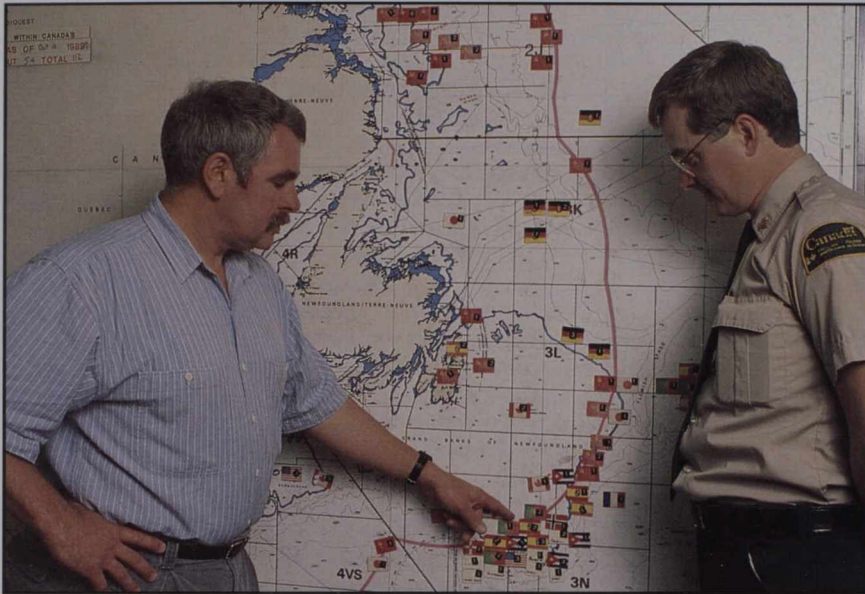
Photo: Y Beaulieu - Publiphoto

Arctic tundra is one of the world's most fragile ecosystems and hence the first to suffer from pollution effects.



Photo: Nancy Durrell McKenna

# Over-fishing by Europeans threatens environment and an international resource



*Tracking the movement of fishing vessels in the Grand Banks area off Newfoundland*

Most prudent people would agree that if you want to avoid surprises on cliffs, you should stand back from the edge.

In spite of this eminently sane principle, the modern world has been walking off cliffs with surprising regularity in managing its natural resources – especially its fisheries.

In 1970–71, a final, devastatingly large harvest all but destroyed the Peruvian anchovetta fishery, which once provided ten million tonnes a year. At about the same time, overfishing in the waters of northern Europe all but eradicated the herring, leading to a ban on heavy fishing that brought sudden collapse to an entire industry.

Incredibly, these sad object lessons are now being ignored; the old mistakes are being repeated, and have led to a potent fisheries dispute between Canada and the European Community in the cod fishery of the Northwest Atlantic Ocean, near Newfoundland.

The dispute is about conserving fisheries in international waters, just beyond Canada's 200-mile limit in two heavily-fished areas colourfully termed the Nose and Tail of the Banks. Fishing there is regulated by the Northwest Atlantic Fisheries Organisation (NAFO), in which Canada, the EC and ten other nations are members. NAFO sets quotas for its regulatory area through international consultations, based on the information provided by the NAFO scientific council, composed of scientists from all the NAFO parties.

Canada, as the coastal state closest to the fishing grounds, has a special role and interest in the NAFO decision-making process, and in preventing excess fishing in the NAFO regulatory area. This is because the shoals of fish on the Nose and Tail of the Grand Banks migrate back and forth across the 200-mile line. Therefore, European catches in international waters have a direct effect on the fish stocks within Canada's own waters.

## **Leaks in the bathtub**

In effect, Canadians see the excessive fishing in the

international fishing zones as being leaks in the bathtub that is the Grand Banks. The drainage is steady. The ultimate result will surely be the destruction of the resource. In fact, in the last few years, the Europeans are catching far less than the quotas they have set for themselves – a serious indication that some of the stocks have already been badly depleted.

Until 1986, the EC had generally supported NAFO's management of these highly concentrated, and therefore vulnerable, fish stocks. However, in that year, Spain and Portugal, which had been members of NAFO, joined the EC. The Community then changed its position and began demanding that catches be allowed at levels much higher than those set by NAFO. These demands seemed to be motivated by the domestic considerations, political and economic, of its two new member states.

Meanwhile, also in 1986, Canada took a firmer stance in its approach to the management of stocks within its zone, and in its approach to conservation. In particular, Canada stopped allocating non-surplus fish to other countries, and returned to the Law of the Sea framework, which provides for allocation of surplus resources only.

Canada also made its allocations conditional upon other countries co-operating on conservation. It protested that excessive EC fishing on the Nose and Tail of the Bank was depleting stocks, invalidating NAFO's conservation role and undermining the EC's fishery relations with Canada.

## **Fragility beyond question**

The fragility of the world's fishery environment is beyond question. The Grand Banks themselves, once monumentally bountiful, were scraped almost bare by overfishing before 1977, when Canada declared its 200-mile zone. Landings around Newfoundland had dropped by more than 50 percent in the preceding nine years, to levels so low as to be catastrophic.

Canada found it had inherited a withered and depleted resource, so it enforced a rigorous management plan to restore the stocks. In time, the stocks responded. In 1977, Canadian trawler landings of northern cod were only 7000 tonnes; but by 1986, they were more than 120000 tonnes. This salvage operation in Canadian waters is one of the great success stories in fish conservation.

In stark contrast – on the nearby Flemish Cap, which is in international waters – the cod stocks have continued to decline over the last decade. Scientific advice was ignored in favour of a strategy of short-term gain. As the fish stocks were stripped almost bare, cod catches plummeted from 30000 tonnes in 1979 to a mere 10000 in 1980.

Finally, in 1987, two of the countries most involved in fishing the stock, the Faroe Islands and Norway, were forced to ask NAFO for a moratorium on the stock. NAFO complied, and the EC, with some reluctance, re-directed its fishing effort to other NAFO stocks it was already overfishing. The moratorium has been in place for two seasons. If it is not respected, prospects for the future are grim.



### Two different concepts

The dispute between the European Community and NAFO concerning the total levels of catch to be allowed for each stock has centred on the difference between two management concepts, known as 'F-max' and 'FO.1'. The EC supports the F-max approach, – that is, it wants to see a level of fishing intensity which attempts to maximise catches at the expense of catch rates and stability.

F-max is the equivalent of standing right on the cliff edge. It exposes the fish stocks to the risk of fatal decline if nudged further, either through human error or unpredictable acts of nature.

The alternative, supported, by Canada and NAFO, is FO.1. It leaves more fish in the water than F-max, and more fish of each age group. This builds in a vital cushion against error or natural hazards.

And errors will happen. In 1988, Canadian scientists realised they had seriously overestimated the abundance of Canada's largest fish stock, the northern cod. This discovery shocked both the fisheries managers and the fishing industry, since the resulting, total allowable catch (TAC) was half that of the previous year.

However, because of the margins for error built into Canada's previous TACs, the fish stocks had not been allowed to become too depleted. There was no danger of disaster, environmental or economic.

For their part, the Europeans are no less fallible. Events in late 1988 and 1989 have clearly shown that the EC's management strategies have been inadequate within its own waters. Last December, the European Council of Ministers was compelled suddenly to reduce its TACs for a variety of community fish stocks.

The plain fact is that assessing fish stocks anywhere in the world is by nature difficult, because of two variables: the survival rate of a

year-class of young fish, and the growth rate of the fish. Neither can be foretold with any accuracy, because each is influenced by weather, water temperatures, and other environmental conditions, as well as by fishing pressure.

This unpredictability is one of the major reasons Canada has rigorously applied the FO.1 level, or its equivalent, to the stocks it manages. It is also the reason NAFO has tried to take the same approach to the NAFO-managed stocks.

### Sustainable development


What does it mean to be 'responsible' in managing a natural resource?

For an answer, the world has increasingly turned to the seminal report of the Brundtland Commission, with its notion of sustainable development: 'Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

This is the crux of the fishery dilemma the world over. In the words of Dr. John Beddington, Director of the Renewable Resources Assessment Group at Imperial College, London: 'The short-term goals of fishermen are incompatible with the long-term goals of a society that wants to manage the resource'.

In other words, free access guarantees over-exploitation.

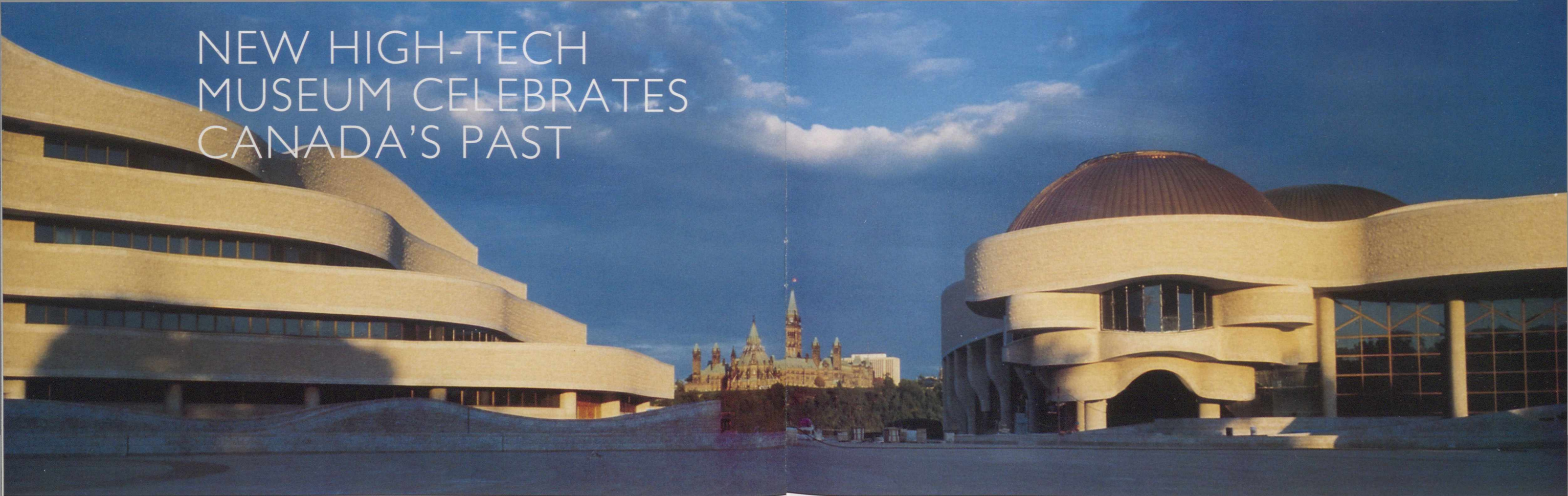
Clearly, excessive fishing in NAFO waters will hurt all NAFO members, including the EC countries. The alternative – managing the resource responsibly – will bring benefits to all parties involved.

A resolution of this dilemma, and of the dispute between Canada and the EC, will only come through a willingness to face up to the core reality: The environment and our natural resources can only sustain so much exploitation. 

*Deep sea trawlers from Europe directly affect fish stocks within Canada's own waters as well as beyond the territorial limit.*



# NEW HIGH-TECH MUSEUM CELEBRATES CANADA'S PAST



The Great Hall - visitors are encouraged to participate in the many events and performances staged at the Museum.

'A prototype museum of the 21st century'. That is how its creators view Canada's Museum of Civilization, which opened this summer in Hull just across the Ottawa River from Ottawa's Parliament Hill.

Commissioned to replace Canada's National Museum of Man, this multi-million-dollar project celebrates the multifaceted nature of a nation and its people. 'It's the history of the little guy: how he came here, how he lived, his religious beliefs and

how he entertained himself,' says exhibition designer Rod Huggins.

But there is nothing olde-worlde about the architecture of the Museum. With its two, rolling contoured Tyndall stone buildings - that seem to be all curls, swirls and topographical surfaces - the design cannot fail to impress. Many people consider it to be the masterpiece of Albertan architect Douglas Cardinal, who has long been renowned for his pioneering, organic approach. 'This is less a building than an idealised, built landscape, and it puts forward a different idea of monumentality than the one we're used to,' commented Adele Freeman in *The Globe and Mail*.

## Impressive permanent exhibitions

The interior of the building is every bit as impressive as the exterior. Particularly eye-catching is the Great Hall - five storeys high and larger than a football pitch, with a floor-to-ceiling glass window that offers spectacular views of Parliament Hill and the Ottawa River.

The 19 000-sq-ft hall contains six full-sized renditions of Pacific Coast Indian dwellings made by native craftsmen and joined by a shoreline and boardwalk. A dozen or so totem poles from the Museum's collection are on display against an impressive forest backdrop, and visitors have a chance to beat traditional drums and paddle a Haida canoe.

Under the 40-ft-high domed ceiling of the History Hall, 1000 years of Canadian history unfold - from the arrival of the Vikings to the present day. This is the history in life-sized settings - not in glass cases - where you can wander among replicas of a 16th-century Basque ship, an Ontario logging camp, a railway station on the prairies, and even a Chinese laundry.



Photo: H Foster

## Bringing the past to life

However, the Museum is by no means a succession of static exhibits. It makes use of film and sound to enhance its exhibits, and has a number of resident artisans, such as seamstresses and shoemakers, who give demonstrations of their craft. There is also an eight-man theatre troupe that brings the past to life by re-enacting ceremonies and scenes from Canada's past, telling stories and encouraging the participation of the general public.

Children are not forgotten: There is a special 60 000-sq-ft area set aside for them to explore. There, they can take a world-tour bus on

imaginary journeys to eight countries, solve puzzles with an array of games, clothing and household objects, and climb a tree-house to view the world from strategically placed telescopes.

Elsewhere in the Museum, 33 000 square feet of exhibition space have been set aside for short-term exhibitions curated by either the Museum of Civilization or other guest institutions.

One of the current exhibitions - 'Beyond the Golden Mountain' - depicts the evolution of the Chinese community in Canada. Another - 'Masters of the Crafts' - displays the work of recipients of the Saidye Bronfman Award for Excellence in the Crafts - such as ceramist Robin Hopper, textile artist Joanna Staniszkis, wild-life carver William Hazzard and bookbinder Michael Wilcox.

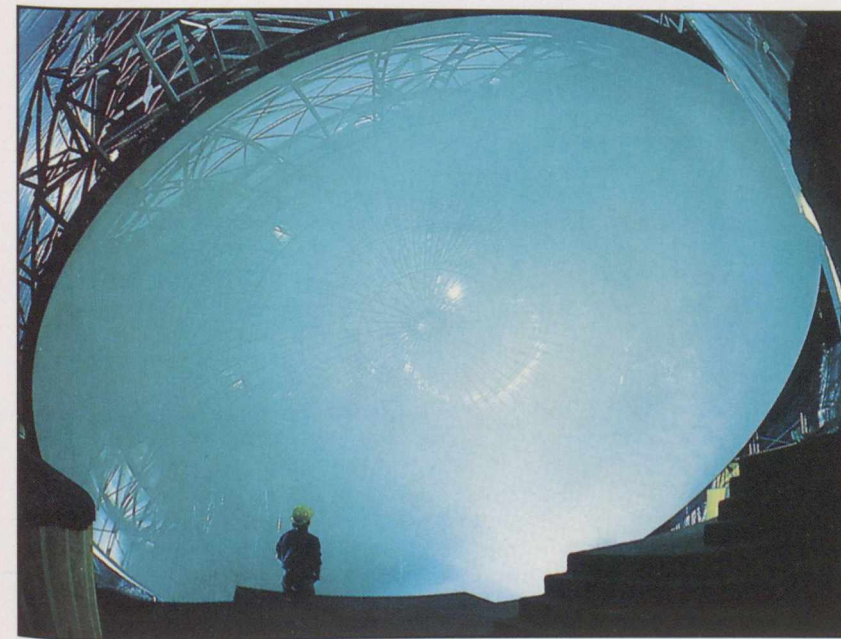
## State-of-the-art electronics

The Museum is also equipped with the latest in electronic wizardry. Throughout the building, visitors can use interactive computer terminals to guide, instruct, plan a day's visit or research the Museum's collections.

There is also a futuristic Imax/Omnimax theatre, which combines in one cinema two ultra-large screen formats using technology invented in Canada. Imax is a large-format system, first demonstrated at Expo '67, which projects high-quality images 60 feet high - while Omnimax uses a semispherical screen, 76 feet in diameter, which tilts into place over the audience, thereby extending the periphery of the viewer's vision.

Says Dr George Macdonald, Director of the Museum: 'Our foremost objective is to develop a new kind of history museum, which provides the visitor with an interactive experience with the past and an orientation to the future that is profoundly moving, both emotionally and intellectually.'

The inside of the hemispherical OMNIMAX screen in the CINEPLUS theatre - it is 23m (75') in diameter and weighs 8600kg (9 1/2 tons)



# British skiers look west to Canada



*Skiers on slopes above Lake Louise in Alberta.*

This is the time of year when skiing enthusiasts all over Britain look forward to the first snowfalls of winter. They check their ski gears, get in trim on the nearest artificial ski slope, and pour over the latest winter-sports brochures.

Will it be Zermatt, Kitzbuhel or Val d'Isère this year? Or perhaps somewhere new and different – Nakiska, Mont-Sainte-Anne or Whistler?

The latter three locations may not have such a familiar ring as the former, and you will search the Alps in vain for them –, for they are to be found not in Europe, but in Canada, which is fast gaining favour with the international skiing fraternity.

Until recently, the idea of a winter vacation in

Canada may have seemed far-fetched to anyone living on this side of the Atlantic. True, it was well-known that snow fell in Canada – but Canada's first-class, winter-sports resorts received very little attention.

However, the 1988 winter Olympics in Calgary – with its excellent facilities and challenging ski runs – put Canada firmly on the map for winter-sports enthusiasts seeking fresh challenges and less-crowded resorts. Furthermore, air fares between the UK and Canada are getting more competitive with other destinations, making winter holidays in Canada much more affordable.

As a result, 11 UK travel firms now offer ski

package tours to Canada during the coming winter season. They include Thomas Cook and one of the leading ski specialists, Neilson, which features Canada in its brochure for the first time.

#### Skiers face a challenge in scenic Alberta

In the run-up to the 1988 Winter Olympics, a brand new resort – Nakiska – was created in the Rockies for the Alpine events. Needless to say, Nakiska benefits from the latest in ski-resort technology, and although it has some of the steepest runs in Western Canada, seventy percent of them are designed for skiers of intermediate ability.

In the vast and beautiful Banff National Park, there are several longer established centres. Sunshine Village has been promoted for the last 55 years. Only 15 minutes from Banff, it offers the finest dry powder, up to 30 feet a season from early October until well into June; while Lake Louise – 17 square miles in area – is rated by *The Good Ski Guide* as one of North America's top five resorts.

One person who can vouch for the quality of Alberta's slopes is top skier Karen Percy, who spent her childhood in Alberta and won two bronze medals for Canada at the Calgary Winter Olympics.

'I vividly recall my early days on skis in Alberta,' she says. 'I was a youngster and the challenge was immense. The experience was wonderful. Today, after having skied all over the world, the Rocky Mountains of Alberta still offer me the same challenge and great experience.'

#### Resorts with an international reputation

Eastern Canada also offers excellent skiing – particularly in Québec. That province has more than 100 ski resorts, primarily in the Laurentians. There, you can ski until midnight or spend the evenings in the auberges and bistros, sipping mulled wine and enjoying French-style cuisine.

Québec's largest ski area is the Parc du Mont-Sainte-Anne, less than 30 minutes from Québec City. It offers 43 ski trails spread over 363 acres on three sides of the mountain. In addition, it has eight night-skiing trails, 14 lifts and Canada's most powerful snow-making system – just in case the snow fails to materialise.

There is less need for snow-making equipment in British Columbia. The resorts of Canada's westernmost province have snow in abundance. The average snowfall at Whistler, for instance is 450 inches.

Situated less than two hours away from Vancouver at the base of the Whistler and Blackcomb Mountains, Whistler Village is considered one of the world's greatest ski venues. The two mountains boast the longest vertical drops in North America – over 5000 feet – and between them, they have nearly 200 marked ski runs and 30 ski lifts.

Experienced skiers sometimes want to get away from the lifts and into the more remote regions. There is no better place to go than British Columbia – the birthplace of heli-skiing – where you can be transported by helicopter into the Selkirks, the Monashees and the Caribous to ski down untouched snow.

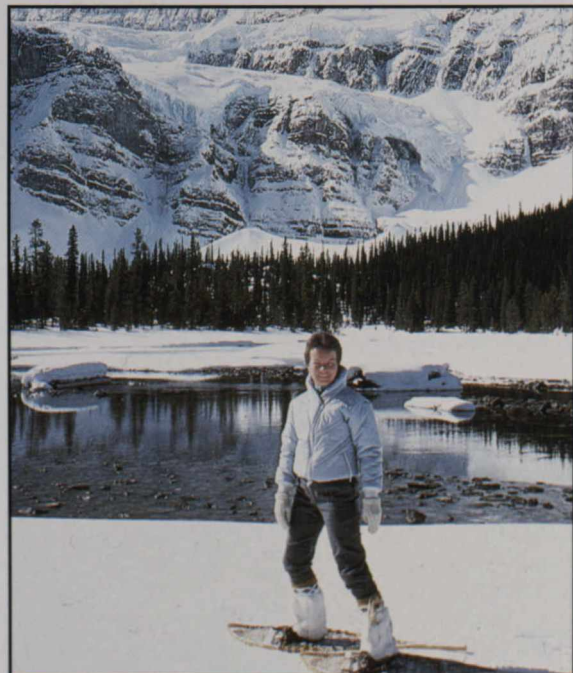
## Winter Sports for every taste

Snowshoer in front of  
Crowfoot Glacier, Alberta.

You do not have to be a down-hill skier to enjoy the Canadian winters. Cross-country skiing is extremely popular, especially in Manitoba, Saskatchewan and Ontario, and many resorts have well-marked trails.

Ice-skating is another possibility, particularly in the larger centres; while for the less energetic, there is ice fishing, snowmobiling and sleigh rides through the scenic winter wilderness. Throughout the season, there is also a host of national and

Sleigh ride around Chateau  
Lake Louise resort in Alberta.





ABOVE:  
People skating on Rideau Canal which is the heart of the Winterlude Festivities in Ottawa.

ABOVE RIGHT:  
Quebec Winter Carnival canoe race on the Saint Lawrence River in February.

international winter-sports tournaments and festivals.

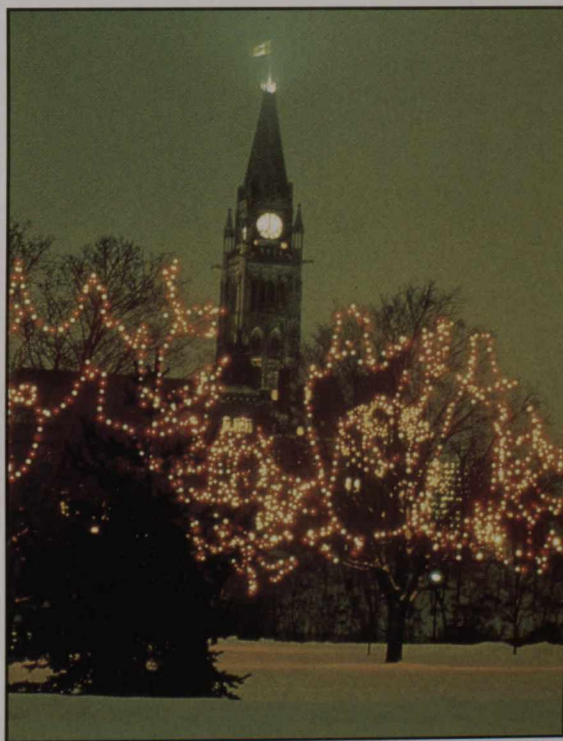
Ottawa and Québec city are the places to go, particularly in February when their winter carnivals are in full swing. During Ottawa's Winterlude, the historic Rideau Canal is transformed into the world's longest skating rink, the setting for colourful ice shows, long-distance speed races and the Molson Trotting Classic, one of the carnival's oldest traditions.

The Québec Carnival is reputed to be the world's biggest winter celebration. It features



RIGHT:  
It's Maple Sugar time (spring) in Québec.

FAR RIGHT:  
Winter decor outside Parliament Buildings.



## Business

### Canadian firm plans recycled newsprint mill in Scotland

The Canadian paper manufacturer Abitibi-Price is planning to set up a recycled newsprint factory at Gartcosh, near Glasgow, on the site of a steel mill that was closed in 1986.

The £180-million plant will be one of the largest in the world to use recycled newsprint as its main raw material. When it becomes fully operational in 1992, it will have an annual capacity of 205 000 tonnes, and it will employ 240 people directly and a further 100 for waste-paper collection.

The Canadian company is one of the world's biggest newsprint producers, and although it is an important supplier to the UK market, the Scottish plant will be its first manufacturing venture in Europe.

The Gartcosh project was originally conceived by Stirling Fibre, a Scottish paper company. Abitibi has negotiated an agreement which gives it exclusive rights to the project; it also plans to sign up partners for the venture.

### Vancouver company launches small-business telephone system

The SmarTalk 208 has come to Britain. It is the first telephone system able to handle more than one line, which does not require a pre-connection inspection or maintenance contract. Its launch at Canada House this summer generated tremendous interest.

The system is manufactured by DBA Telecommunications Systems Ltd of Vancouver, and it was successfully introduced in Canada in May, 1987. More than 40 000 of the sets have since been put into service - in the US and Japan, as well as Canada.

Developed to meet the needs of the small-business sector, this two-line, eight-extension system can be installed by the purchaser. Another feature of the SmarTalk is that it gives users easy access to Mercury's services via BT's local network and therefore the advantage of lower-cost, long-distance and international calls, as well as itemised billing.

DBA's distributor in the UK is



National Telecom Supply PLC of Frimley Business Park, Camberley.

The SmarTalk 208 was selected to be shown at the Design Centre's 'Phones for the future' exhibition held from September 21 to the end of October.

## Technology

### Phoning home.....from 30 000 feet

Telephones in airplanes could soon be as commonplace as telephones in cars, thanks to a consortium of two Canadian companies and one each from France and Australia.

Télélobe Canada Inc, Montreal-based SITA, France Télécom and the Overseas Communication Commission of Australia plan to build or expand four earth-station facilities in their countries, and to link them to satellites operated by the International Maritime Satellite Organisation.

By 1991 when the facilities are in place, it will be possible not only to make inflight telephone calls to anywhere in the world, but also to transmit faxes and computer data for a flat fee of between £5-£7.

The new technology will also improve airline security, as flight crews and ground personnel will have continuous digital and voice links instead of relying on radios.

### Canada to go ahead with Radarsat satellite programme

The Canadian Government - in cooperation with provincial governments, private industry and the US government - is to go ahead with the £200 million Radarsat satellite programme.

The programme - announced in September, 1987 - was delayed when the original partners (which included Britain) were unable to reach agreement.

The Radarsat satellite will now be launched in 1994.

It will be able to take precise radar images of the earth's surface, and will be used to provide information about ice conditions for navigation in the Arctic; to detect the humidity of soil and vegetation (and thereby aid the agricultural and forestry industries); and to make maps in regions of the world covered by dense jungle or frequent fog.

## People

### Mackenzie's epic journey remembered in Scotland

A plaque commemorating Sir Alexander Mackenzie's epic voyage of discovery has been unveiled at his burial place in Avoch, Scotland.

The plaque is a gift from the government of Canada's Northwest Territories to the Ross and Cromarty District Council which is now responsible for Mackenzie's grave.

It was unveiled on July 15, exactly 200 years after Mackenzie reached the Arctic Ocean after his pioneering voyage down the mighty river that now bears his name.

After his explorations in Canada's Arctic, Mackenzie went on to lead another successful expedition over the Rocky Mountains to the Pacific coast.

In 1793, he became the first European to cross the North American continent - 12 years ahead of the Americans, Lewis and Clark.



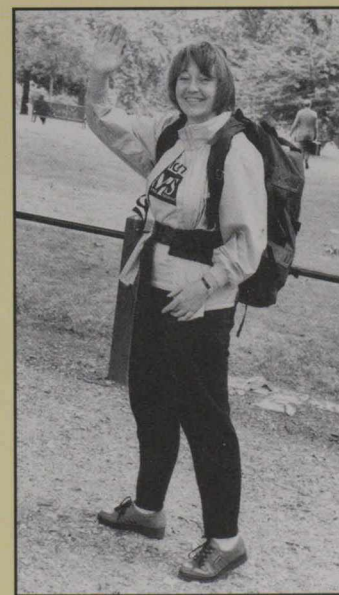
At the unveiling are left to right: George MacIntosh of Avoch, George Finlayson, Convenor, Ross & Cromarty District Council, and Duncan McKichen, Honorary Consul for Canada.

At his western-most point, he left a record of his achievement painted on a rock: 'Alexander Mackenzie, from Canada, by land, the twenty second of July, one thousand seven hundred and ninety three'.

The original inscription was soon washed off, but Mackenzie's words have since been engraved on the same rock, as a lasting reminder of his journey.

### Canadian raises funds for multiple sclerosis

Canadian writer Laurie Dennett arrived in Rome recently at the end of a 1000 mile walk through Western Europe to raise funds for Multiple Sclerosis research. The second such journey in three years, Laurie Dennett began her



walk on July 1st with a send-off by the Canadian High Commissioner in London. Three months and 8 countries later she arrived in the Italian capital to be warmly greeted by the President of the Italian Multiple Sclerosis Society - Nobel Prize winner Professor Rita Levi Montalcini, in the presence of the Canadian chargé d'affaires.

In addition to raising funds in Europe, Laurie Dennett's frequent broadcasts and regular features in the *Toronto Sun* newspaper achieved outstanding results in Canada. Over £50 000 has so far been donated to the Canadian branch of the society and public awareness of this crippling disease has been greatly augmented.

# The spirit of Nova Scotia comes to Britain



ABOVE:  
**Owl** - 1983  
 Sidney Howard  
 Polychrome wood and plastic,  
 Collection:  
 Art Gallery of Nova Scotia

ABOVE RIGHT:  
**'Are we there yet?'** - 1989  
 Susan D Goodwin  
 Wool rags and burlap  
 Collection:  
 the artist

RIGHT:  
**Seagulls on Island** - 1980  
 Joseph Norris  
 Enamel on panel  
 Collection:  
 Chris Huntington,  
 Blockhouse, Nova Scotia

An exhibition of traditional decorative folk art - called the *Spirit of Nova Scotia* - opens in London on November 21. It will run at the Canada House Gallery in Trafalgar Square until January 19.

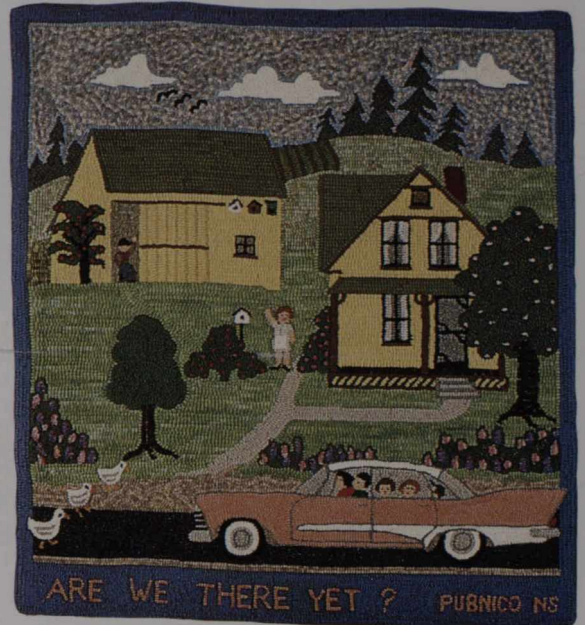
The exhibition clearly demonstrates the vitality and imagination of Nova Scotia's folk artists over a period of 200 years from 1780 to the present day. It includes textiles, sculpture, paintings, drawings and decorated utilitarian objects.

Nova Scotia boasts a rich diversity of ethnic traditions - Micmac, French, German, Irish, Scottish, English and Loyalist American. As a result, its folk art is remarkably varied. The different waves of settlers brought with them the decorative forms, motifs, patterns and colours of their homelands. But very often, in their new surroundings, their art underwent a change as the memories of the past and their new experiences began to merge.

What precisely is meant by *folk art*? The Nova Scotian collector, Murray Stewart, identifies two broad categories of objects. The first category contains objects that were 'born out of a need to express strong personal vision and feeling, and designed to be seen and appreciated rather than used,' he says. 'The second category includes objects made for practical use, decorated in a way that gave special meaning to the piece for the maker or owner.'

Ship portraiture belongs in the first category. Proud shipowners wanted reminders of their vessels to hang on their walls (but being seamen, not art connoisseurs, they insisted on accurate renderings, not artistic interpretations).

In the second category belong many of the carvings, textiles, boxes and implements that are



included in the exhibition - for example, the intricately carved decoys (needed for waterfowl hunting), weathervanes and patterned quilts and coverlets.

'The hallmark of folk art is its individuality, which produces a pure art form, unpretentious and natural, created with energy and conviction,' says Bernard Riordon, Director of the Art Gallery of Nova Scotia.

This intriguing exhibition not only reflects the creativity of Nova Scotia's talent, but also says much about the artists themselves and the communities in which they lived.

