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Export experts rewarded for new initiatives

Fourteen Canadian companies were recently presented with the 1984 Canada Export Awards for creative excellence in developing exports over the past year.

The awards were given by the Minister for International Trade James Kelleher at a special ceremony in the Metropolitan Toronto Convention Centre on October 16, during the second annual meeting of the Canadian Export Association, as the highlight of Canada's export trade month.

Importance of trade

In a speech at the presentation ceremony, Mr. Kelleher said that "trade month is intended to heighten public awareness of the key role played by exports in the Canadian economy. The relationship between export activity and employment is direct, and central to our well-being as a nation". He added that "the new government has made international trade a priority".

The recipients of the export awards were selected by a committee composed of

representatives involved in international trade for a number of companies, associations and the government. The selection criteria followed by the committee included significant increases in export sales over the past three years, success in breaking into new markets, and success in introducing new products into world markets.

Many industrial sectors, every region, and small and large enterprises were represented among the 1984 recipients. They were all cited for their exceptional performance, initiative, adaptability, delivery with service and aggressive marketing.

Mr. Kelleher said that all the firms had "set tough goals and achieved them. In the process, they've set a standard of skill and excellence which the rest of us must aspire to if we are to succeed in world markets".

Enterprises of various sizes

Dicon Systems Ltd. of Weston, Ontario, The Gray Engineering Group Inc. of Markham, Ontario, and Western Packaging Systems



Representatives from the 14 companies that received the 1984 Canada Export Awards with Minister for International Trade James Kelleher (fourth from right, front row).



External Affairs
Canada

Affaires extérieures
Canada



Mr. Kelleher (right) with Miss Canada 1984, Cynthia Kereluk, presents a Canada Export Award to Don Parks of Dicon Systems.

Ltd. of Richmond, British Columbia were small manufacturers that received the awards this year.

Aggressive marketing by a small firm with a unique product won special mention for Dicon Systems. Founded in 1974, the company has become the largest manufacturer of residential smoke alarms in Canada and a major supplier to the US, Denmark, Sweden, Norway and Finland.

Wastewater treatment process equipment, manufactured and sold by the Gray Engineering Group, has been installed across Canada and the US. The company's primary product lines are the fine bubble

dome diffused aeration system and the Gray screw pumps.

Western Packaging Systems, one of Canada's leading packaging industry equipment manufacturers, has operations in many countries in Europe, Africa, Southeast Asia and South America as well as in the US and Australia. Since it was formed in 1976, sales have consistently increased between 30 and 40 per cent per year.

Husky Injection Molding Systems Ltd., a Bolton, Ontario manufacturer and designer of plastic injection molding systems, and Intalite Inc., a Montreal, Quebec manufacturer of metal ceiling systems and glass

fibre reinforced concrete architectural products, were representative of the small to medium manufacturers.

Husky systems are used in manufacturing facilities in 33 countries and the company has subsidiaries and affiliates in the US, Europe and Japan. Some 90 per cent of the company's production is exported.

Intalite Inc. entered the export field in 1963 and, by 1970, had established a network of overseas distributors serving most major countries. Intalite has introduced several important architectural products including: LEAF-LITE ceilings used in such buildings as the O'Keefe Centre Lobby in Toronto, the Provincial Hotel in Kowloon, Hong Kong and palaces in Saudi Arabia; MAGNAGRID ceilings found in the New Bradley International Terminal at Los Angeles Airport, Market Square Shopping Mall in Toronto, the IBM Exhibition Centre in New York City and the TV Centre at Riyadh in Saudi Arabia; and the company's newest ceiling BEAMGRID installed in Stapleton Airport in Denver, US, and a series of Montgomery Ward stores in the US.

Two large firms receiving awards were Fag Bearings Ltd. of Stratford, Ontario and Dow Chemical Canada Inc. with main plants in Sarnia, Ontario and Fort Saskatchewan, Alberta and smaller operations across the country.

FAG primarily manufactures automobile bearings, most of which are exported to the US. The company also manufactures bearings to tolerances one tenth the diameter of the average human hair that have been used in most manned space expeditions.

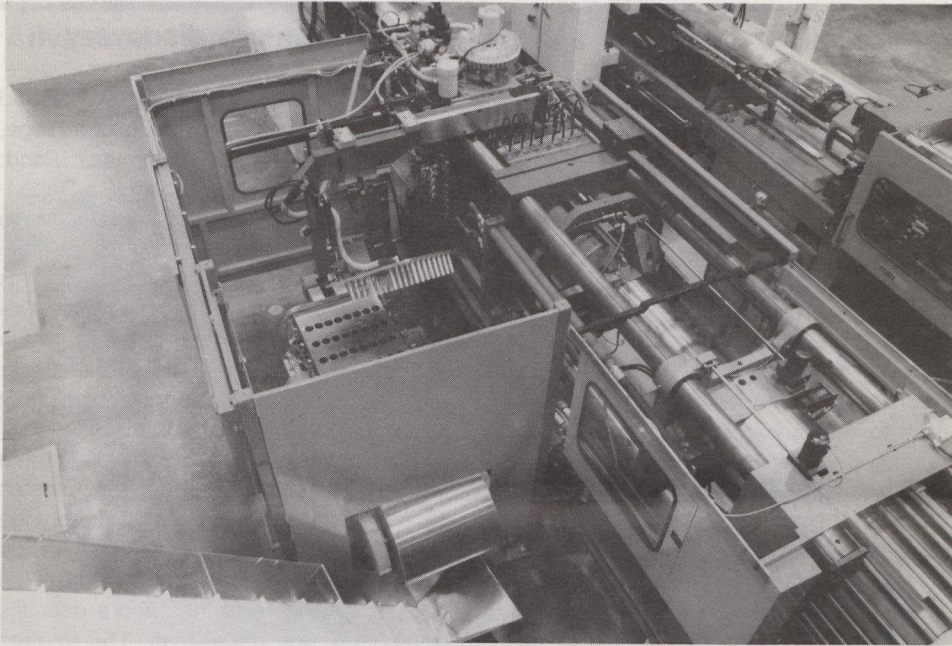
The main export products of Dow are caustic soda, ethylene dichloride, ethylene



A Dicon System's burglar alarm system. The company, which has become the largest manufacturer of residential smoke alarms in Canada and a major supplier to the United States, won the top Canada Export Award for 1984.



An Intalite MAGNAGRID ceiling in the Design Centre in London, England. The company has introduced a number of architectural products including various types of ceilings that have been installed in buildings around the world.



One of the award winners, Husky Injection Molding Systems, manufactures complete injection molding systems including the mold, machine, robot and product handling equipment. The complete PET preform injection molding system shown above has a pneumatic robot that removes 32 molded preforms every 25 seconds.

glycol and polyethylene plastic resin. It exports about one third of its products to at least 30 countries.

Specialty firms

In the agricultural or food product category, awards were presented to frozen food manufacturer Cavendish Farms of Moncton, New Brunswick and the Alberta Wheat Pool in Calgary, a large processor and exporter of agricultural seeds. Both companies' products are marketed in the US, Europe, Pacific Rim countries and South America.

A number of awards were also presented to high-tech firms, all of which have developed large markets on five continents. Litton Systems Canada Ltd. of Rexdale, Ontario is a leading manufacturer and system integrator of state of the art electronic and avionic systems. Bristol Aerospace Ltd. of Winnipeg, Manitoba, a manufacturer of precision sheet metal fabrications for the aerospace and nuclear industries, exports some 80 per cent of its products. And the Richmond, British Columbia manufacturer and marketer of electronic data collection systems, Epic Data Sales Ltd., has sold its systems to about 400 major companies in the world and has been recognized by a number of them including Hughes Aircraft Company, which selected Epic Data from over 14 000 suppliers for its Supplier Superior Performance Award in both 1983 and 1984.

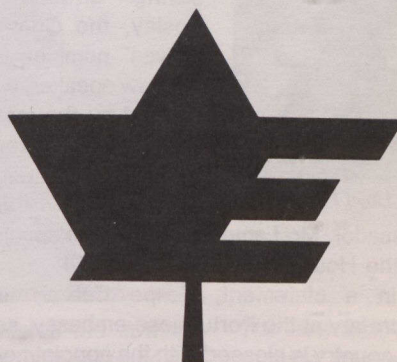
Two other companies, Stanley Associates Engineering Ltd. of Edmonton, Alberta and Canpotex Ltd. of Toronto, Ontario

received awards for services.

Stanley Associates provides engineering consulting services and the firm's speciality is in the water supply and sanitation sector. Dr. D.R. Stanley, the founder of the firm is an expert in this field and a member of the Export Advisory Panel of the World Health Organization in Geneva, on environmental health matters. The firm has many project and permanent offices overseas including Barbados, Port-of-Spain, Trinidad and Tobago, Lusaka, Zambia, Lilongwe, Malawi and Korea.

Canotex is owned by the seven mining companies that operate the ten mines in Saskatchewan where the world's largest reserves of potash are mined and refined. Canotex transports and markets the potash in Asia, Latin America, Oceania, Africa and Europe.

The companies that received the awards are entitled to incorporate the export award logo into their letterhead and other materials.



The Canada Export Award logo

Line of credit for Mexico

A \$100-million guarantee facility that is being extended to six Canadian banks to support sales of Canadian goods and services to buyers in Mexico has been signed by the Export Development Corporation (EDC).

The guarantee facility emphasizes EDC's confidence in Mexico and the importance that it places on the continuance of strong trade ties between the two countries. Under the guarantee, the Canadian banks will confirm letters of credit opened by participating Mexican banks on behalf of their clients. EDC will guarantee the obligations of the Mexican banks to the Canadian banks.

The Canadian banks extending the line of credit are Bank of Montreal, The Bank of Nova Scotia, The Royal Bank of Canada, Canadian Imperial Bank of Commerce, The Toronto-Dominion Bank, and National Bank of Canada.

Of the \$100 million, \$75 million is earmarked for exports purchased on short-term credit (180 days) and the remainder for exports purchased on medium-term credit (up to three years).

Canada-US video conferencing

Telecom Canada has announced a major step in the provision of a national cross-border video conferencing service which will link its Conference 600™ service with similar networks offered by ISACOMM Inc. and AT&T Communications in the US.

Initially, the two-way, fully-interactive, point-to-point, colour video conferencing service will link three Canadian cities — Toronto, Ottawa, and Montreal — to cities served by ISACOMM's Meeting Channel® and AT&T's ACCUNETSM Reserved 1.5 Service in the US. These US cities include Atlanta, Baltimore, Boston, Chicago, Detroit, Houston, Kansas City, Los Angeles, Nashville, New York, Philadelphia, Pittsburgh, San Francisco and Washington.

Bell Canada was the first of Telecom Canada's member companies to file tariffs having requested an effective service date of November 15, 1984.

In 1985 the cross-border service will be expanded in Canada to include Vancouver, Calgary, Edmonton and Winnipeg. Other cities will be added as demand warrants.

The proposed rates filed with the Canadian Radio-television and Telecommunications Commission (CRTC) are for network use only and are based on usage and distance.

Courier companies transmit electronic mail

With the ever-increasing demand for faster communications, the *Globe and Mail* reports that electronically transmitted mail is considered by many as the way of the future.

Because the widespread introduction of electronic-mail services into offices has been hampered by the fact that gaining access to such a service normally requires an initial capital investment in equipment, courier companies across Canada are moving into electronic mail. The companies are in the business of delivering time-sensitive material, and they view electronic mail as an added service.

The trend in new electronic-mail ventures will appeal to a broad market by the extension of services to include individuals who lack the equipment to transmit or receive correspondence directly.

Service in operation

Purolator Courier Limited of Toronto, a subsidiary of Purolator Courier Corp. of Basking Ridge, New Jersey, currently offers electronic transmission between four cities — Montreal, Ottawa, Toronto and Calgary. Kingsway Courier, a subsidiary of the Kingsway group of companies, which in turn is part of Canada Steamship Lines Inc. of Montreal, expects to complete negotiations with a US-based facsimile company to provide the service in Canada.

These companies are offering facsimile transmission supplemented by pick up and delivery of all messages. Anything that can be photocopied can be sent by facsimile. As simple to operate as a copier, the facsimile machine transmits, over telephone lines, a black and white copy of what is printed on a sheet of paper.

If a lawyer in Toronto, for example, wants to send a document to a client in Calgary, he calls Purolator in Toronto, which picks it up. The document is taken to the company's facsimile centre where it is transmitted to its Calgary facsimile centre. At that end, a courier delivers the facsimile. The complete transaction takes about three hours and costs \$32.50 for five pages, compared with \$8.75 for an overnight letter.

Today's machines, which use digital rather than analog technology, transmit at speeds up to 20 seconds a page. The older machines took an average of three minutes, which made the time spent on long-distance phone lines costly.

Many companies operate an internal facsimile network. The courier companies are looking at professionals, such as lawyers, engineers and architects, as a

source of business as well as companies with their own machines that want to communicate with a company that does not have equipment.

In an effort to attract as many users as possible, Purolator and Telecom Canada have launched a market trial that will allow the 14 000 subscribers to Envoy 100, Telecom's electronic messaging service, to send messages to Purolator's facsimile machines. These will, in turn, be delivered to non-Envoy 100 subscribers by a Purolator courier.

If facsimile proves to be as popular as Purolator hopes, this service will be expanded next year to cover the 6 000 Canadian centres served by the company.

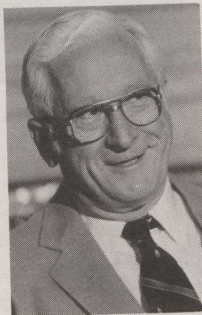
Canada Post Corp. has also started its own electronic transmission system. The corporation is adding courier pick up and delivery to its Intelpost facsimile operation in a number of major cities.

It is also extending its service to companies with compatible machines allowing them to transmit information to the Post Office's facsimile centre electronically. The corporation expects to derive 50 per cent of its facsimile volume from the installed base of an estimated 5 000 to 8 000 digital machines.

Former House speaker appointed ambassador to Portugal

Cyril Lloyd Francis, the retiring Liberal speaker of the House of Commons, has been named as Canada's ambassador to Portugal.

External Affairs Minister Joe Clark said the appointment of Mr. Francis, 64, follows the tradition of giving former speakers "an opportunity to serve Canada in other positions".



Lloyd Francis

Canapress

Mr. Francis' term as speaker ended November 5 when Parliament resumed sitting and John Bosley, the Conservatives' nominee for the new speaker, was elected by the members of Parliament. He succeeds Lucien Lamoureux as the ambassador. Mr. Lamoureux, 64, was speaker of the House from 1966 to 1974.

In a statement, Felipe Cabral, first secretary at the Portuguese embassy, said his country is pleased with the appointment. "The choice of the previous speaker of the

Record iron-ore discovery

The largest ocean ore body ever found has been discovered on the Explorer Ridge, 200 kilometres west of Vancouver Island.

Geologists aboard *Pandora II*, a Department of Fisheries' research ship, found the rich deposits on the third mission to the ridge which had been discovered in February this year. Scientists using the three-man submarine *Pisces IV*, located the sulphide deposits created by vents of hot water percolating up from volcanic chambers under a fault line on the ocean floor.

Stephen Scott, a University of Toronto geologist and chief scientist on the research cruise, said the brilliant red-and-orange deposits contain an estimated 1.5 million tonnes of copper and zinc-rich sulphide ore. He said three of the 17 ore deposits discovered are more than 150 metres across and at least seven metres thick.

"This is by far the largest deposit ever seen on any ridge and it is definitely in Canadian waters," said Professor Scott. "The ore is dense, just like the ores found around Timmins in northern Ontario," he said.

There may be some difficulties mining the ore in the immediate future, however, as the ore deposits are in very rough terrain and covered by water ranging in depth from 1 800 to 1 950 metres.

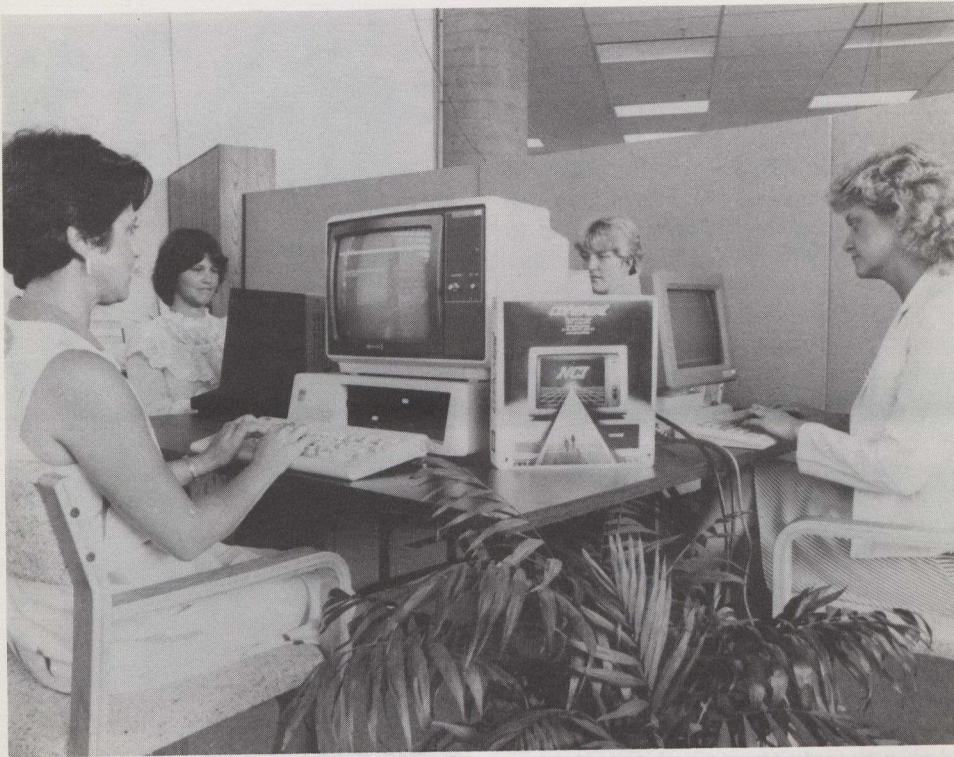
House, the second time such a high-ranking figure in Canadian public life serves as ambassador to Portugal, stresses the importance of the relationship between the two countries," he said.

Mr. Francis was born in Ottawa. He has an M.A. from the University of Toronto and a Ph.D. from the University of Wisconsin.

First elected to the House of Commons in 1963 after being deputy mayor of the city of Ottawa from 1961 to 1963, Mr. Francis was re-elected as a member of Parliament in 1968, 1974, and 1980. He was appointed chief government whip in 1970, parliamentary secretary to the minister of veterans affairs in 1972, and parliamentary secretary to the president of the Treasury Board in 1974. He was a member of the Canadian delegation to the United Nations General Assembly in New York in 1967 and again in 1974.

In 1980, Mr. Francis was appointed deputy speaker and chairman of Committees of the Whole before accepting his most recent appointment as speaker of the House of Commons in 1984.

Advanced computer technology at Las Vegas fair



The UNIX System V compatible kernel developed by Network Consulting Inc. of Burnaby, British Columbia, will be shown at Comdex/Fall '84.

Twenty-five Canadian firms will be participating at Comdex/Fall '84 at the Las Vegas Convention Center from November 14 to 18.

Under the theme *In Touch with Tomorrow*, the Canadian exhibit at the computer trade

show features many of the advanced computer products and services available across the country.

Technological developments in the Canadian computer industry have expanded business and consumer markets

both at home and abroad.

Several hundred Canadian companies are involved directly in the information technology field. They supply a large variety of products encompassing microcomputers, communication products, peripherals and operating software and other equipment.

In the servicing subsector Canada offers a wide range of systems design services including custom software data processing by service bureaus and consultants.

Products exhibited

Canadian computer products and services being exhibited at Comdex/Fall '84 include: computerized systems integrating many business activities; low cost electronic development and test equipment; a large number of computer software programs; high performance packet-switched networking products; bilingual (Arabic/Latin) microcomputers, printers, terminals and software; high resolution graphic boards, colour graphic boards and multi-functioned engineering boards; packaged colour monitors with various applications; computer support furniture; hardware or software products for link communication or the office automation environment; high performance operating systems for the IBM personal computer and compatibles; the UNIX-based integrated office system; systems analysis and software systems development services; computer games; and "Acousticovers" for noise reduction.



An advanced integrated office system that facilitates the flow of information to the office, developed by OCRA of Ottawa, is being featured by the company in the Canadian exhibit in Las Vegas.



The new ECT user-friendly low cost NAPLPS Videotex TV set top terminal engineered by Electrohome Limited of Kitchener, Ontario, is one of the many advances in Canadian computer technology.

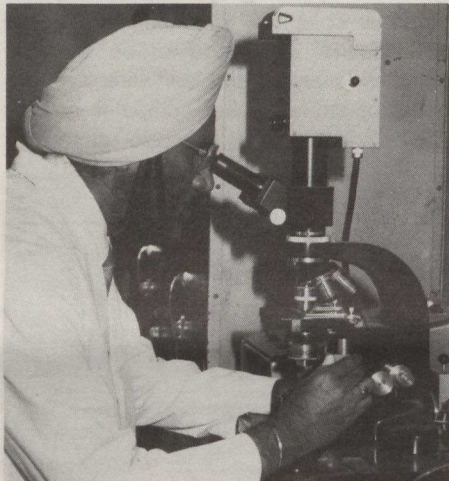
Proteins from wood

Dr. Devinder Sing Chahal, a scientist and teacher specializing in industrial microbiology at Montreal's Armand Frappier Institute, is currently working on a project to develop an improved process for converting forest biomass into protein feed for cattle. The process yields a feed containing nearly 49 per cent proteins, compared with the feed now produced commercially from soybeans that contains approximately 45 per cent proteins.

In the process, wood pulp is first made from particles of poplar trees with nitrogen, phosphorus and sulfur. This compound is then fed to a mycelium which, over a 24-hour fermentation period, uses two enzymes (hemicellulase and cellulase) to convert the cellulose into products that can be assimilated by an organism.

The fungus that is formed has considerably increased in volume. It is dried and then fed to the cattle.

In order to produce the raw material on a larger scale so that it can be used as feed for various animal species, Dr. Sing Chahal is building a fermenter with a larger capacity than the one now being used. It is expected to take about 16 months to produce.



Dr. Devinder Sing Chahal, uses poplar pulp to produce proteins that can be assimilated by animals. A mycelium (fungus) is used to convert the ligneous matter into carbohydrates.

Bioconversion of wood carbohydrates to animal feed is expected to save millions of dollars that are now spent to import soybeans. The project could also help to increase the cost-effectiveness of the forest industry by using the waste from logging and plant operations. Five kilograms of wood produce about one kilogram of raw protein.

The project is being financially supported by the government of Quebec in a \$467 000 grant.

Chinese enjoy Homestay program in Canada

The Homestay program of the World University Service of Canada (WUSC) began in January this year when the first of 300 Chinese professionals taking part in the project arrived in Canada.

The purpose of the program is to give the people involved an insight into the perspectives of the other culture and to help them avoid confusion in situations that may be new and confusing.

Under this knowledge exchange project, some 75 Chinese a year will spend 12 months in provinces across Canada in the next four years, updating their skills in a variety of specialized fields, ranging from agriculture to telecommunications, medicine and urban planning.

Interaction important

During their stay, the Chinese participants will not live with their Canadian hosts but will spend a great deal of time in each other's company, socially and often at work. The program stresses interaction between people with different interests and backgrounds.

Paul Brennan, WUSC's China program manager, who spent two years in China in the Seventies on a Canadian government language and history scholarship, says "it gives the Chinese a headstart on feeling at home in a new country, for which there is no substitute". For the Canadians there are also added benefits. "Canadians who have visited China since the program began find the families of Homestay participants welcome them warmly into their homes, sharing experiences they'd never have had as mere tourists," says Mr. Brennan.

The professionals who are selected by various ministries in the Chinese government, take part in a Canada-China Human Development Training Program administered



Robert Hurst (holding his son) with Chinese satellite expert Li Jinxing, sponsored by Mr. Hurst and his wife Cathy in the Homestay program.

by WUSC at the request of the Canadian International Development Agency (CIDA).

Before leaving for Canada, each Chinese professional spends three to six months in a CIDA language training centre in Beijing, and on arrival in Canada, attends an additional six weeks at one of five regional language and orientation centres located in Vancouver, Edmonton, Toronto, Montreal and Halifax.

WUSC pays each trainee a monthly stipend to cover food, transportation and accommodation, tuition fees and medical and dental insurance.

Computrip service for motoring vacations

A special computerized travel service, Computrip, for motorists travelling in North and Central America, has been developed by Calgary businessman Thomas Potter.

Using the service, a tourist can feed into the computer information about the size of vehicle being driven, the starting location, destination and whether the motorist prefers to travel by the shortest route or pick a scenic route.

The motorist receives a computerized printout showing the route in miles and kilometers, including designated highways, route changes and rest areas.

In addition the service provides a computerized summary of total distance to be travelled, estimated driving time and approximate gas costs. It can also include locations of hotels, motels, car rental agencies and service stations.

Mr. Potter says the program is ideal for state and provincial travel information centres, as well as hotel and motel chains and major service stations.

The program operates on IBM or IBM-compatible personal computers, but can be transferred to a mainframe computer or adapted for other systems.

Vengeance to be filmed

Two of Canada's leading movie and television production companies have jointly acquired screen rights to the best selling book, *Vengeance*, by Toronto writer George Jonas.

RSL Films of Toronto and Montreal, which is filming Mordecai Richler's *Joshua Then and Now*, and International Cinemedia Corp., the producers of *Atlantic City* and *The Plouffes*, gained the rights over competition from several other companies. They have secured investments from the United States Home Box Office pay-TV service, the CTV network and the federal Broadcast Fund.

The book deals with a team of five men assigned to kill the terrorists responsible for the deaths of 11 Israeli athletes at the 1972 Munich Olympic Games.

"Depending on the script, we plan a four-hour mini series for CTV, and from that a three-hour mini series for Home Box Office, and from that a movie that would be released theatrically only outside of North America," said Robert Lantos of RSL Films.

Subbing for the Thames



The Rideau Canal near Burritts Rapids, Ontario, was the location chosen to film a scene that occurred on the Thames River in England. The scene is part of a feature film, *The Boy in Blue*, based on the life of Canadian rower Ned Hanlan. Actor Sean Sullivan (front left) floats along with actress Cynthia Dale in the scene.

Important art acquisition for Canada's national collection



National Gallery of Canada

Study for "The Death of General Wolfe" by Benjamin West in black charcoal, pen, grey ink and bodycolour heightened with white on brown paper, laid on a sheet and mounted on masonite.

The National Gallery of Canada in Ottawa recently acquired a preparatory drawing for Benjamin West's *The Death of General Wolfe* (1770), one of the most celebrated paintings in the gallery's collections. The painting depicts General Wolfe's death on Quebec's Plains of Abraham in 1759.

The Study for "The Death of General Wolfe" (1765), believed lost since the end of the nineteenth century, is thought to be of considerable historical importance and of outstanding artistic merit. The preparatory drawing was the last and most important compositional study and the only finished

sketch associated with the painting.

The Death of General Wolfe, which is considered the most famous depiction of an event in Canadian history, achieved an almost legendary status from the moment of its first exhibition in London in 1771. The painting was donated to the National Gallery in 1918 by the Duke of Westminster.

The Study for "The Death of General Wolfe" was purchased by the gallery with the assistance of a grant from the government of Canada. It is the cornerstone of a special installation at the gallery until the end of January 1985.

Canadian event part of European Music Year

The 1985 Bach piano competition that will be held in Toronto May 1 to 12, 1985, has been named an official event of European music year. It is the only event in Canada and the only competition in North America to be awarded this distinction.

Recognizing the three-hundredth anniversary of Bach, Handel and Scarlatti, European Music Year will be celebrated with concerts and recitals throughout the 23 countries of Europe and Canada.

The competition, which is a benefit for the Glenn Gould Memorial Foundation, is open to pianists anywhere who were born after May 31, 1949. The final candidates will be announced in March 1985.

Preliminaries will be held at Harbourfront's Premiere Dance Theatre from May 1 to

May 9. The four finalists will appear with the Toronto Symphony Orchestra at Roy Thomson Hall on May 11 and the first and second prize-winners will be featured in another concert there on May 12.

The \$15 000 Continental Bank of Canada first prize has been enhanced by new engagements and the presentation of the New Bach Edition of Bach's keyboard works by Bärenreiter-Verlag. In addition to engagements at the Guelph Spring Festival and Toronto's Roy Thomson Hall, the first prize winner will be offered recitals at the National Arts Centre in Ottawa and the 1985 Stuttgart International Music Festival.

Second, third and fourth place winners will receive \$10 000, \$5 000 and \$2 500 respectively.

News briefs

The Export Development Corporation (EDC) has announced that it has provided financing of \$23.4 million (US) to support a sale by Bombardier Inc. and training and technical assistance services by Tecsuit International Limitée, Montréal, Québec, to l'Office du Chemin de Fer Transgabonais of The Republic of Gabon. The project involves the sale of eight locomotives, 12 diesel engines and spare parts by Bombardier Inc. as well as training and technical assistance services to be provided by Tecsuit International.

Canada Post Corp. has extended its priority post mail service to six new countries and is negotiating with ten others to begin the reciprocal service. The courier service that guarantees next-day delivery of mail upon arrival in the country it's destined for, has been extended to Denmark, Finland, Norway, Italy, Tunisia and Saudi Arabia, bringing to 28 the number of countries where priority post is offered. The agreement means both countries agree to handle priority post items within 24 hours of receiving them.

Microtel Limited, a unit of British Columbia Telephone Co. of Burnaby, British

Columbia, has signed a two-year agreement worth \$6 million with Hughes Aircraft Company of Los Angeles to supply electronic components. The agreement is an extension of a contract that Microtel won last year. The components will be manufactured at its plant in Brockville, Ontario.

Former Prime Minister John Diefenbaker's family papers, correspondence with his wives and relatives and personal documents pertaining to family members were recently opened to researchers at the University of Saskatchewan. The documents, described as the most extensive collection devoted to the family of a Canadian political figure, are available at the University's John Diefenbaker Centre and on microfilm at the Public Archives in Ottawa.

Trillium Telephone Systems Inc. of Kanata, Ontario has signed its first agreement with a US telephone company. Central Telephone Co. of Chicago has agreed to purchase Trillium's *TalkTo 308* and *TalkTo 616* key telephone systems, the company's electronic systems designed for business use. The deal could be worth up to \$1 million for Trillium over the next year, said Paul Wilker, the executive vice-president of the company.

The Royal Bank of Canada is planning

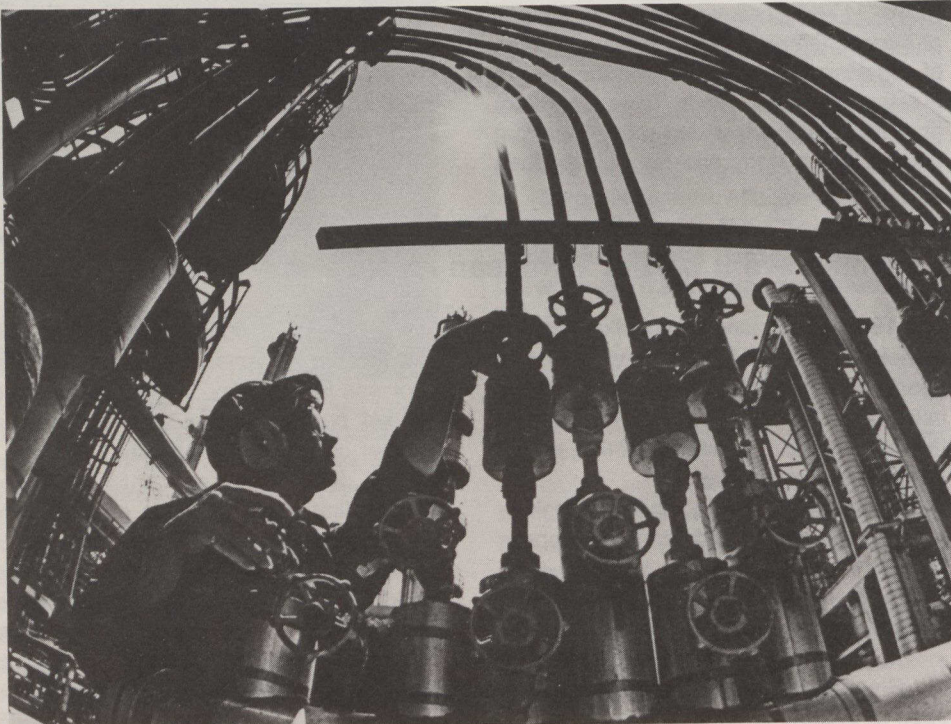
to apply to set up a branch in Madrid, Spain. The bank, which has had a representative office in Madrid since 1981, has recently co-sponsored and organized trade missions and has generally been raising its profile as Spain awaits entry into the European Economic Community. The Royal Bank is by far the most active Canadian bank in the Iberian Peninsula and the only one currently planning to expand its role there.

Minister for External Relations Monique Vézina met with Secretary-General of the Agency for Cultural and Technical Co-operation François Owono-Nguema at the annual technical meeting of the Committee for the Special Development Program held in Edmundston, New Brunswick, from October 16 to 18. The main questions of concern to the francophone agency, its 30 member states, seven associate states and two participating governments, Quebec and New Brunswick, were discussed at the meeting.

Newsweek magazine, owned by Washington Post Co. of Washington, began publishing a Canadian advertising edition, *Newsweek Canada*, on November 5 and is planning to open a bureau in Canada next year. Mark Edmiston, president of the New York based publication, said the company is expanding its role in Canada in response to "a growing demand for *Newsweek* by Canadian readers and advertisers". Since May 1983, *Newsweek's* Canadian circulation has increased to some 85 000 from 54 600.

Rick Mannen, of Brantford, Ontario, recently beat 1 450 other runners to win the eleventh annual Skylon International Marathon. The 26-year-old winner broke away from a pack of several runners at the halfway mark and raced alone for the last 14 kilometres of the 42.195-kilometre course that began in Buffalo and ended in Niagara Falls, Canada. His time was two hours 19.40 seconds. Martin Dixon, also of Brantford was second and Terry Stanley of Eldred, Pennsylvania, was third.

Checking up for crude oil efficiency



A worker at Suncor Incorp's recently upgraded Sarnia refinery makes a systems check. The upgrading allows the plant, now one of the most efficient in Canada, to produce a wider range of fuels and petrochemicals while using a third less crude oil. The project, which was officially completed in September, cost \$300 million.

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