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MITEL RECEIVES APPROVAL TO SELL ITS SX-20 PRIVATE BRANCH EXCHANGE PRODUCT IN JAPAN

The Honourable Gerald Regan, Minister of State (International Trade), announced today that Mitel Corporation, a leading Canadian telecommunications manufacturer has received official Japanese type approval for the sale of its SX-20 private branch exchange product in Japan. The company has also signed a contract for a minimum \$3 million (Cdn) with Pamco (a division of Pioneer Electronics Corporation), a national Japanese telecommunications distributor. The approval process has taken eighteen months to complete.

The Minister stated that this development represents the first Canadian type approval for the Japanese interconnect market to be obtained from Japan's powerful telephone and telegraph organization, NTT. The Minister predicts Mitel and other Canadian sales to the billion dollar Japanese interconnect market will grow substantially over the next few years. With this very encouraging news, Mitel intends to initiate type approval applications for additional product lines as soon as possible.

The Minister views this breakthrough as particularly timely in view of the Canadian National Exhibit being organized by his officials for a major communications show in Tokyo in April, at which Mitel will be one of eight Canadian exhibitors. He hopes this breakthrough by Mitel will encourage other Canadian manufacturers of innovative, competitive products to pursue business opportunities in Japan.

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The Minister noted that while Canada's exports of manufactured goods are a small percentage of the more than \$4.5 billion we exported to Japan last year, these manufactured goods exports rose 55% in 1982, to over \$167 million.

Mitel is an international manufacturer of telecommunications equipment and semiconductor devices with headquarters in Kanata, Ontario, Canada.

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BACKGROUND

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- Established 1973, very innovative firm.
- Staff 5,000 (worldwide, 2,000 in Kanata)
(average staff age: 26-28)
- Mfgr telecom equipment and integrated circuits in:
 - U.S.
 - Puerto Rico
 - Mexico
 - Hong Kong
 - U.K.
 - France
 - West Germany
- Major new product SX-2000 Integrated Communications System.

Sales:

- Sales office in Japan established about 2 years ago.
(have doubled sales almost annually every year)
- 1982 sales \$200 million

PAMCO: Pioneer Ansafone Manufacturing Corporation, a division
of Pioneer Electronics Corporation.