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## *Quebec: A haven for foreign corporate investors*

- A land of cities and unexplored lakes
- Immigration programmes attract entrepreneurs
- Michel Tremblay season at Glasgow's Mayfest

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## Front Cover:

Quebec is a major centre for world finance

## Editorial

It is easy, from a vantage point in Europe, to slip into the habit of viewing North America as a single entity – a homogeneous, English-speaking culture that stretches from the Atlantic to the Pacific. That view is, of course, oversimplistic; but even those who hold it recognise that one part of North America is fundamentally different from all the others. That part is Quebec.

Quebec is, of course, the only region in North America where French is the language of the majority. It is also one of the oldest communities, with cities and towns that would not look out of place if they were suddenly transported to Europe.

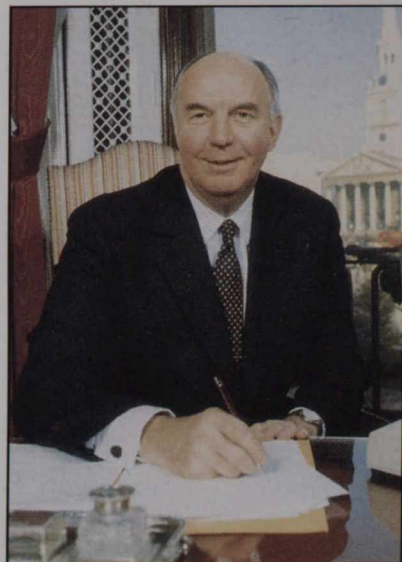
Indeed, in many respects, Quebec is a part of Europe that has somehow found its way to North America – at least to the extent that it is older, established and cultured, yet at the same time is wholly modern and forward looking in its outlook.

But that view is also oversimplistic – because the plain fact is: Quebec is unique and '*vive la difference*'! There is nothing quite like it anywhere else in the world today. It has to be seen and experienced to be fully understood; it cannot be described or conveniently pigeon-holed with a simple analogy.

In this issue of *Canada Today*, we focus on some of the qualities which make Quebec different and which make it so appealing to travellers and tourists who are looking for a new kind of holiday destination. We also highlight some of the appeals that Quebec has to offer to foreign investors who might want to locate in the province. And we look

at what Quebec-based companies can offer to UK companies that are looking for new sources of high-tech equipment and component supplies.

We also describe some of the immigration programmes that are designed to help entrepreneurs establish new companies, not just in Quebec, but in all of Canada.



*Donald S. Macdonald*

Canadian High Commissioner

# Quebec : Historic Land of Cities and Lakes

If you are a devotee of history, culture, entertainment, grandiose scenery and good cuisine, then you might want to start planning a trip to Quebec. It is Canada's largest province – 644 000 square miles in area, about seven times the size of Britain – and it has just about everything a traveller could want. In particular, its people have a unique character, with a distinctive cultural identity that has been fashioned by a long history.

Quebec has been the gateway to Canada ever since the French explorer Jacques Cartier arrived there in 1534. It was therefore fitting that when King George VI became the first reigning British monarch to visit the country 50 years ago this May, his first port of call should be Quebec City.

A natural citadel perched 360 feet above the St Lawrence River, Quebec City is the only walled city in the Americas north of Mexico. As you walk the streets of the Upper Town and Lower Town, you are aware that history is all around you. Some

of the oldest buildings in North America can be found here: the Old Jesuit House in Sillery dating from 1637, the Quebec Seminary founded in 1663, and the church of Notre Dame des Victoires built in 1688.

The original European settlement was founded by Samuel de Champlain in 1605. Twenty years later on the death of Champlain, the Comte de Frontenac became Governor and transformed the settlement into a small city. The impressive 19th century hotel that dominates the city – the Château Frontenac – is a fitting tribute to the ambitious count.

September 13, 1759, marked a turning point for Quebec. It was the time of the Seven Years War between France and England, and Major General James Wolfe was given the task of taking the territory for the English Crown. Wolfe took his boats by night along the St Lawrence, landed at a spot now called Wolfe's Cove, led his troops up the rocky cliffs and surprised the French commander, the Marquis de Montcalm.

French and British troops fought a fierce battle on the clifftop on land belonging to a farmer named Abraham – the Plains of Abraham. In the end, the British were victorious, but Wolfe was mortally wounded, as was de Montcalm. A memorial high above the river commemorates both commanders: 'Valour gave them a common death, history a common fame, posterity a common monument'.

Quebec City was the first place in North America to be proclaimed a World Heritage site by UNESCO.

## The cosmopolitan sophistication of Montreal

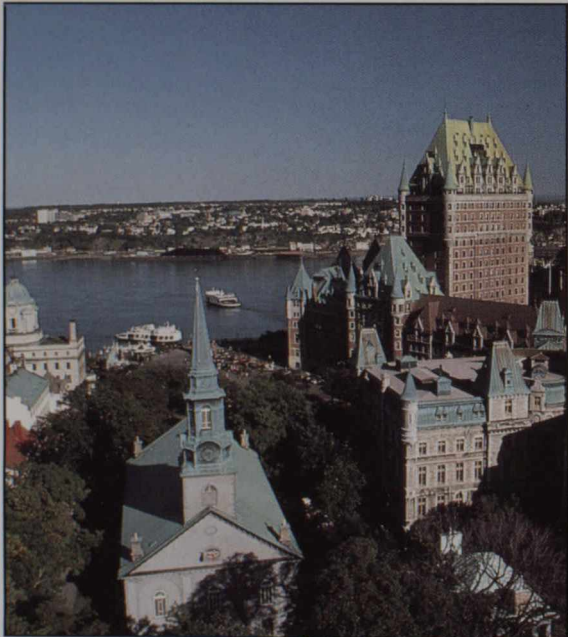
One hundred and sixty miles further up the St Lawrence lies cosmopolitan Montreal, the largest city in the province and one of the world's great inland ports.

Like Quebec City, Montreal has a long history. In 1535, Jacques Cartier discovered an Indian village on the site; in 1611, Samuel de Champlain built a trading post there, which he named Place Royale. Paul de Chomedey, Sieur de Maisonneuve, founded the permanent community of Ville-Marie at Place Royale in 1642. Since then, Montreal has grown and prospered, and today it accounts for half the population of the province of Quebec.

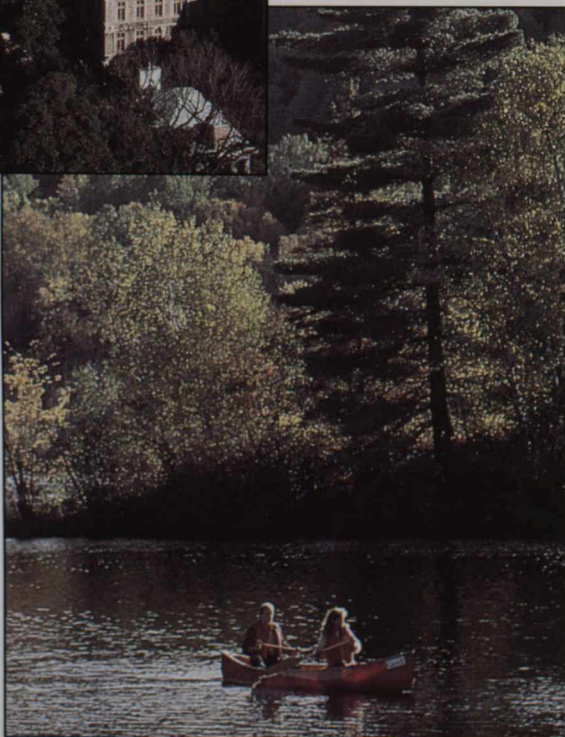
The city takes its name from the hill in its centre, Mont Royal. Take a horse-drawn carriage up the road that leads to the summit and you will have a breathtaking view over the city. To the east lies Old Montreal, the waterfront and the Olympic Park; to the west are the fashionable streets and the gracious houses of Westmount. You may even spot a tall column erected in 1809 in honour of Nelson – a forerunner of the one in London's Trafalgar Square.

Old Montreal, which occupies the original site of Ville Marie, is well worth a visit. Its highlights include the Château Ramazay (1705), originally the residence of the French governors; the beautifully restored Du Calvet House (1725); and the Chapel of Notre Dame de Bonsecours (1657).

The Chapel was founded by Marguerite



Whether its the great outdoors, or the sense of history in the old quarter of Quebec City, there is something 'to suit everyone's taste.



Bourgouies, a notable figure from the past. She was entrusted with the task of looking after 'les Filles du Roi' – one thousand French girls who emigrated to Canada to increase the population of Nouvelle France and whose dowries were assured by Louis XIV.

However, Montreal is not the kind of place to rest on its past. It is also a vibrant modern city with fashionable stores, palatial underground shopping malls, fine museums, jazz clubs, night clubs and restaurants to delight the gourmet. The city's many festivals and sports events are world famous.

The Place des Arts boasts a fine arts complex and is the home of the Montreal Symphony Orchestra. The Théâtre Maisonneuve and the Théâtre Port-Royal are just two of the venues for opera, ballet and drama performances all year round. In short, Montreal is a place where all tastes are richly catered for.

#### The scenic beauty of rural Quebec


Away from the province's two major cities is a vast region of picturesque towns and countryside waiting to be explored. On the eastern shore of the St Lawrence, for instance, there is the Gaspé peninsula with its rugged shoreline, delightful fishing villages and the artists' colony of Percé. The Richelieu River Valley – close to Montreal, with farms and country churches – is another

favourite haunt for lovers of beauty and tranquillity.

To the north of Montreal are the Laurentian Mountains – like uncrowded Swiss Alps – with resorts that offer skiing in the winter, and swimming, sailing, rock climbing, riding and fishing in the summer. The picturesque Outaouais region nearby also provides plenty of opportunity for outdoor sports – notably scuba-diving, canoeing, windsurfing and golf.

Travel northeast along the north bank of the St Lawrence and you come to the spectacular Montmorency Falls. And further on, where the Sanguenay River flows into the St Lawrence, you can do some whale watching. This spot offers rich feeding grounds for the blue whale, and visitors come from far and wide to observe these fascinating creatures.

Yet there is still much more in the province to explore. To the north is a vast wilderness of forests, rivers and lakes (more than one million of them) where Man has seldom set foot. It is a paradise for adventurers and naturalists, allowing you to see snow geese, gannets and caribou; discover the way of life of the Indians and Inuit (Eskimos); and admire the geological wonders of the Mingan Archipelago.

Whether you seek wide open spaces or cosmopolitan sophistication, Canada's largest province is unlikely to disappoint. 

## Quebec prepares for an eventful summer

*The Festival d'été takes place each summer in Quebec.*



British tourists heading for Quebec this summer will have plenty to engage their attention, for the province is a lively place with planned events ranging from firework contests to film festivals, and from jazz jamborees to grand prix races.

In June, for instance, the world's best Formula 1 racing drivers will be converging on Montreal to compete in the Molson Grand Prix of Canada. Later that month, the city's celebrated International Jazz Festival will take the stage; the ten-day event will feature 1000 musicians from 15 countries and is likely to attract 400 000 jazz fans.

The Quebec International Summer Festival in July is an annual cultural event, which offers a wide variety of entertainment in the streets and parks of Old Quebec. In August, the spotlight

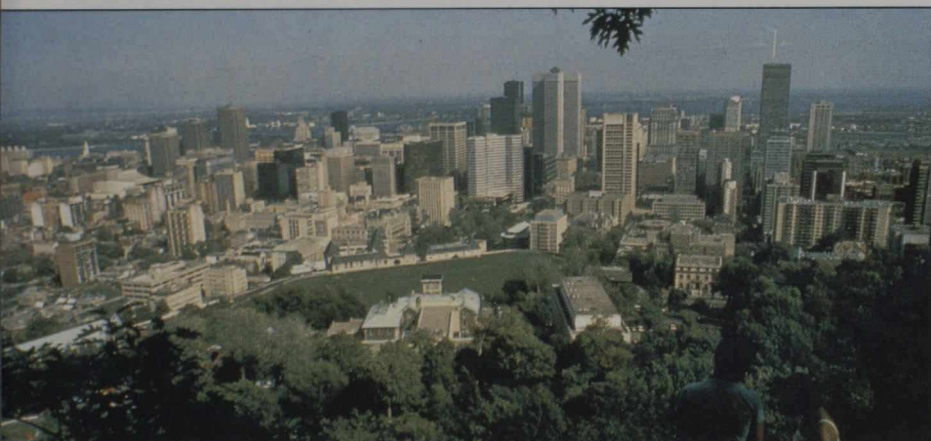
again falls on Montreal as the Players International Tennis Championships get under way at the Jarry Stadium.

August also sees the start of the Montreal World Film Festival, the only competitive film festival in North America to be recognised by the International Federation of Film Producers.

Among the other events that are planned this year are:

- Festival of the Americas Theatre, Montreal, May 22–June 4.
- Benson & Hedges International Firework Contest, Montreal, end of May–mid-June.
- Tour de l'Île de Montréal (cycle race), June 9–11.
- Les Nuits Bleues du Jazz, (street festival), Quebec City, June 21–25.
- Lanaudière Summer Festival (classical and contemporary music), June 27–August 23.
- Drummondville World Folklore Festival, July 7–17.
- Valleyfield International Regatta, July 8–9.
- Just for Laughs Festival (humour and fantasy), Montreal, July 14–24.
- Haut-Richelieu Hot Air Balloon Festival, St Jean sur Richelieu, August 12–20.
- Montreal International Marathon, September 24. 

## Wide selection of holidays on offer



Montreal skyline

Last year, Canada attracted a record number of visitors from the UK, and that trend looks set to continue. As a result, tour operators specialising in Canada are now offering a wide selection of holidays, including several that feature the province of Quebec.

Travel to Quebec has never been easier or offered better value for money. There are scheduled flights direct to Montreal from both Gatwick and Heathrow. Return fares start at £318 for scheduled flights, £269 for charters. Alternatively, you can fly from your local airport to Toronto, and travel on to the Province of Quebec from there.

In fact, some package tours set off from Toronto. Canada Air Holidays, for instance, offers an 11-day Ontario and Quebec VIA Rail Tour, which takes in Niagara Falls and Ottawa, as well as Chateau Montebello, Quebec City and Montreal. The cost, including air travel, starts at £1080 (twin accommodation) or £1357 (single).

National Holidays offers a coach tour entitled 'Highlights of Ontario and Quebec', which provides a similar itinerary plus a day at the Gray Rocks mountain resort. The 12-day package starts at £1175 (twin) or £1438 (single). For people with only one week to spare, there is an unescorted 'Toronto and Montreal Explorer' tour which starts in Toronto and ends in Montreal (or vice versa). The cost - £260 (twin) or £440 (single) - includes sightseeing tours, rail travel and accommodation, but not air travel from the UK.

If you prefer an all-Quebec tour, the 'Gaspé and Quebec City Tour', operated by Canada Air Holidays in conjunction with Horizon, looks promising. The tour starts in Montreal and follows the southern shore of the St Lawrence to the Gaspé peninsula where the explorer Jacques Cartier landed in 1534. It also includes a ferry cruise along the St Lawrence and two nights at the Château Frontenac in Quebec City. The cost of this 12-day package, (including flights to and from the UK), starts at £1289 (twin) or £1478 (single).

### Opportunities for the independent traveller

Both Montreal and Quebec City are fascinating places, and it is possible to spend all or more of

your time in one or other of them. American Connections, for instance, offers a week's accommodation in Montreal, including air travel to and from the UK, for £599 (twin) or £742 (single) in the high season. An independent city-package tour from Toronto to Quebec City - offered by Canada Air - costs £182 (twin) or £228 (single) for two nights.

People who prefer a 'go as you please' holiday may well wish to hire a car. An economy car during the high season costs £121 per week from All Canada Travel and Holidays, with no mileage charge for the first 1500 kilometres. All Canada also offers self-drive tours where the components of the programme are pre-arranged and accommodation is included in the cost. A 14-day tour from Montreal costs £565 (twin) or £989 (single), UK-Canada air fare not included.

If you do not want to be tied down to hotel accommodation, why not hire a motor home? For many Canadians this is the favourite mode of transport on vacation. The vehicles come equipped with all mod cons - including hot and cold water, shower and WC - and the largest models will sleep up to six people. American Connections can provide a two-person motor home with unlimited mileage for £364 a week during the high season (July 1 to August 15). Before June 1 and after September 15, the charge is £240.

Finally, don't overlook the public carriers. Air Canada, for example, has a Flexipass (starting at £218 for four flight coupons); Greyhound Travel Passes allow unlimited travel on all routes at a cost of £68 for seven days; and the VIA Rail Canrail Pass gives you a fortnight of travelling over the whole Canadian rail network for £147.

These are only a few of the holidays available in Canada. Many other tour operators, such as Thomas Cook and Kuoni, offer a full range of holidays both in Quebec and across the country.

### Addresses:

All Canada Travel and Holidays, 90 High Street, Lowestoft, Suffolk NR32 1XN (0502 585825)

American Connections, 95 High Street, Burnham, Slough, Berks SL1 7JZ (06286 68061)

Canada Air Holidays, 50 Sauchihall Street, Glasgow G2 3AG (041 333 0503)

National Holidays, George House, George Street, Wakefield, W Yorks WF1 1LY (0924 383888).

Thomas Cook, PO Box 36, Thorpe Wood, Peterborough PE3 6SB (0733 503232)

Kuoni Travel, 33 Maddox Street, London W1 (01 499 8636)

For a full list of operators please contact:

Tourism Section, Canada House, Trafalgar Square, London SW1Y 5BJ (01 629 9492)

Quebec Tourism, Agent General for Quebec, 59 Pall Mall, London SW1Y 5JH (01 930 8314)



# Quebec Woos the Foreign Investor



Quebec is not only an excellent place for the visitor, but it is also an ideal investment location. A large number of British companies – ICI, Rolls-Royce and Tioxide among them – have long recognised the province's potential and set up major subsidiaries there.

What makes Quebec so attractive? For one thing, its booming economy. For the last eight years Quebec's GDP has grown more quickly than that of most of the OECD member countries. For another, it is rich in natural resources; and it boasts a well educated and stable workforce.

Furthermore, the province's location is strategic, with 90 million consumers in Canada and the United States living within a 600-mile radius of Montreal.

The United States is in fact, an important customer for Quebec; it accounts for more than 75 percent of the province's exports. This is one of the reasons Quebec has strongly supported the Free Trade Agreement that Canada has signed with its neighbour to the south. 'Both countries will benefit from the agreement, and in a number of areas will set an example for other countries, especially with respect to ongoing multilateral trade talks,' says a recent Quebec government report.

## Strong commitment to high technology

Quebec is a technological powerhouse with a strong commitment to high-tech industries – notably the manufacture of transportation equipment, electrical and electronic products, data processing and telecommunications equipment, paper and paper products, chemicals and pharmaceuticals.

Research and development is particularly strong.

The private sector carries out some 60 percent of the province's R&D. Spar Aerospace, for instance, has developed telecommunications and surveillance satellites; Matrox has developed a new video-disc system; while Merck Frosst is spending about £60 million on developing new products aimed at treating respiratory, inflammatory and skin diseases.

In the public sector, one of the best known institutions is the Biotechnology Research Unit in Montreal; it employs some 200 scientists and technicians working on research into biochemical and genetic engineering as well as protein and molecular immunology engineering.

The St Hyacinthe Food Research Centre is also important; and so, too, is the Canadian Workplace Automation Research Centre in Laval, and of course the Industrial Research Centre, with major facilities in Quebec City and Montreal.

High-level research is also carried out at Quebec's seven universities. The University of Sherbrooke, for instance, is conducting a research programme on safer use of asbestos; Laval University is doing applied research into computer image processing, metrology and laser operations; while the University of Quebec is looking into new technologies for the recycling of paper.

## Good continental and overseas links

The province is also an important transportation centre. A key link is the St Lawrence River and the Seaway system, which enables ocean-going ships to travel some 1400 miles inland, and which serves an area larger than Western Europe. The province has more than ten ports open all the year round, of which Montreal is the most important.

Montreal is in fact, Canada's largest container port, with six modern terminals that handle half a million containers a year. Fifty shipping lines call there, linking the port with 200 other ports on all five continents. Transit times (including loading and unloading) are kept to a minimum: containers bound for Western Europe normally reach their destination in about two weeks.

Transporting goods from the port into the hinterland is also well organised. Montreal is Eastern Canada's main railway centre, with a rail network that links the city to all other major Canadian and American cities. It is also headquarters for CN Rail, CP Rail and VIA Rail Canada.

The road system is also excellent, allowing the trucking industry to deliver goods inside a 500-mile radius within 24 hours. Boston is six hours from Montreal by road, New York eight hours away, and Chicago 15 hours away.

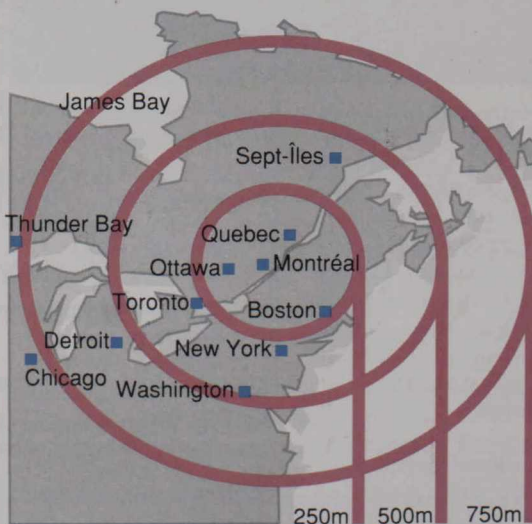
In addition, Quebec has very good international air links. Mirabel airport in Montreal is closer to Europe than any other major airport on the North American continent. Some 50 major airlines call there, and it is the only airport in North America that offers unrestricted trans-shipment services for cargo carried on chartered or scheduled flights.

## Cheap and abundant energy supplies

For industrial concerns, one of the province's key attractions is its abundance of energy. Quebec's level of energy self-sufficiency is around 75 percent – higher than that of most developed countries.

About 40 percent of Quebec's energy needs are provided by electricity, in which the province is completely self-sufficient. Electricity production has more than doubled in the past 15 years, with

- 1 General Motors 'Classic' bus manufactured in the suburbs of Montreal
- 2 Pratt & Whitney Canada is the world's leader in the design and manufacture of general aviation and regional transportation turbines
- 3 With sales of £750 million the Quebec aeronautics industry employs about 20 000 people
- 4 Quebec also makes its mark in a number of high-tech sectors





A laker, — a cargo ship specially designed for the Saint Lawrence Seaway, — passing through the Saint Lambert lock

97 percent coming from hydro-electric power plants. As a consequence, electricity rates in Quebec are among the lowest in the industrialised world; many US and European competitors pay up to twice as much as Quebec-based firms for electricity.

Oil accounts for about 40 percent of Quebec's energy needs, down from 70 percent ten years ago. Much of it is transported from the UK North Sea oil fields to be refined at Ultramar's installations near Quebec City. Natural gas supplies most of the rest of the province's energy requirements, much of it coming by pipeline from Alberta.

In addition, the provincial government is supporting research and development into alternative energy sources, such as biomass, wind power and the conversion of solid waste into energy.

#### Financial centre with a good life style


Montreal has long been noted as a leading financial centre. It is home to Canada's second most important stock exchange, and four of Canada's top nine banks have their headquarters there.

Financial activity has been intensified in recent years by the development of IFCs (international financial centres). These are businesses involved in bank loans and deposits, foreign exchange, portfolio management, securities dealing and financial engineering, which benefit from provincial tax exemptions at the corporate level and which also offer individual employees tax advantages.

Some 14 international financial institutions have been licensed so far, including the Banque Nationale de Paris, Schroder, Dunedin Fund

Managers and Warburg Investment Management.

Yet although Montreal is right at the heart of things, living costs in the city are lower than those in many other industrial and commercial centres in the western hemisphere. Elsewhere in the province, living costs are even lower.

The quality of life is excellent, with first-class entertainment, good food, plenty of sports facilities, and fine scenery literally on the doorstep. The end result? From a foreign investor's point of view, Quebec has much to offer. 

#### Main UK companies with manufacturing investments in Quebec

Aquascutum	Low and Bonar
BICC	Lucas Aerospace
British Petroleum	Maxwell Communications
British Telecom	Reckitt & Colman
Beecham	Rio Tinto Zinc
Coates Viyella	Rolls-Royce
Cookson Group	Scapa Group
Courtaulds	Smith & Nephew
General Electric Company	Tioxide
Hawker Siddeley	Trebor
Hillsdown	Ultramar
Howden	Weir Group
ICI	Wellcome

## High Quality Products Exported Around the World

Right from the early days, Quebecers have looked beyond their borders for trading opportunities; and they continue to do so today. About 40 percent of the province's production is exported, either to other provinces in Canada or to more than 150

countries around the world.

In 1987, international exports from the province were worth more than £10 billion. The US is the province's most important customer; in second place is Britain.

With commercial forests covering roughly half of Quebec's territory, wood, pulp and paper exports are a major source of revenue. Newsprint remains the main export item, but the processed wood products industry is also making its mark thanks to investment in the latest technology.

The province also has an important mining sector; it exports gold, iron, zinc, copper and silver all over the world and there are largely untapped reserves of cobalt, chromite, apatite and tungsten.

The agricultural and food sector has also progressed in leaps and bounds, making Quebec a major exporter of livestock, meats, dairy and fisheries products.

#### Leading role in transportation equipment and aerospace

However, while primary products represent a

Quebecers believe in well done work





The LRC (Light, Rapid, Comfortable) train is the only high-speed inter-city passenger train of North American design. It is manufactured by Bombardier, one of the few companies in the world to offer a full range of rail guided systems.

sizeable proportion of Quebec's exports, the main growth in recent years has been in high-tech products — for example in transportation equipment and aerospace.

The geography of Quebec has always called for innovative solutions on the transportation front, so it is hardly surprising that transportation equipment manufactured there is noted for the excellence of its design. The product range in this sector is vast — from subway cars to locomotives, and from snowmobiles to buses.

However, it is for its aerospace industry that Quebec is perhaps best known. About 100 companies and 22 000 people are involved in this industry, generating annual sales in excess of £1 billion and accounting for 50 percent of Canada's aeronautics exports.

Pratt and Whitney of Canada, for instance, sends gas turbine engines all over the world and is the leader in the design and manufacture of commuter and business-aircraft jet engines. Then there is Bombardier-Canadair, Canada's biggest airframe manufacturer, which makes a wide range of aircraft, including business jets, drones and water bombers. Amongst the British companies involved in this sector, Rolls-Royce have a major facility and Lucas Aerospace are similarly present.

Other Quebec-based aerospace companies include CAE, which manufactures flight simulators; Marconi, which specialises in instrumentation and electronics; and Spar, which has gained renown as a satellite contractor.

#### Important developments in the high-tech field

High-tech products are big business these days, and in order to survive companies need to establish markets abroad. One firm that has done this is Bell Canada, a pioneer of many innovations in telecommunications. For example, it recently worked on Saudi Arabia's ultra-modern telecommunications system; while its subsidiary, Northern Telecom, manufactures state-of-the-art telecommunications equipment for markets around the world.

SR Telecom of Saint-Laurent is another Quebec-based, high-tech firm with an international reputation. The subscriber radio systems it has developed can link remote areas not easily accessible to the telephone network. About 90 percent of its output is now sold overseas.

Another Saint-Laurent firm — Ogivar Technologies — builds micro-computers, and recently struck a deal with a Japanese company to assemble its small lap top computer. Another firm with an eye on the export market is Comterm of Point-Claire, one of the first companies in the world to develop terminals in Arabic. It builds terminals and terminal concentrators, and also supplies integrated office automation systems.

In the specialised field of analysis instruments, Bomem Inc of Quebec City is a world leader, ranking first in Canada and fifth in the world. It manufactures and distributes sophisticated models of interferometric spectrophotometers for research and process of quality control. As with SR Telecom, about 90 percent of its production goes overseas.

#### On the leading edge in bio-technology

Biotechnology has also become one of the more promising areas of Quebec's economy. It received new impetus in 1987 with the opening of the Biotechnology Research Institute (BRI) in Montreal, a branch of the National Research Council of Canada.

Among the firms located on BRI's premises is Medicorp Inc, a company founded in 1985 to develop AIDS and cancer diagnostics and AIDS therapeutics based on monoclonal antibodies. Among those firms working closely with the Institute is Domtar Inc — in the area of higher value added chemicals.

Another research institute similarly involved with advanced research on the AIDS virus is IAF, who also produce vaccines and diagnostic kits.

Of the 130-or-so manufacturers of pharmaceutical products in Canada, 48 are located in Quebec; some of them are subsidiaries of multinationals, such as Beecham and Burroughs-Wellcome.

Cooperation by these firms with public research centres is increasingly common. Rhône-Poulenc Pharma, for instance, working with specialists from Laval University, has developed a new quinolone-based antibiotic.

#### International consultancies based in Quebec

In addition, several engineering and general consulting firms have established their headquarters in the province. Among these are SNC, Lavalin and Monenco, ranked among the top ten international consultancies. Many of their large-scale projects relate to hydro-electricity; but there is also plenty of expertise available in other areas, such as mining engineering, forestry, urban development, off-shore drilling and exploration; which makes Quebec an excellent base from which to penetrate both North American and overseas markets.

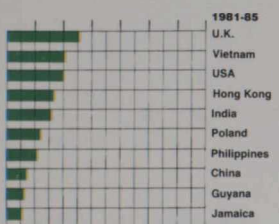
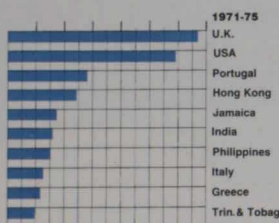
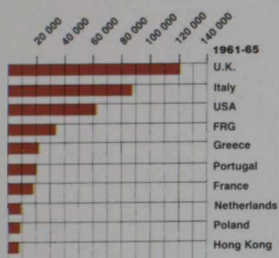
Downtown Montreal





# Canada's Business Immigration Programme

Ten top countries of origin of landed immigrants in selected periods



**Canada Welcomes Business Initiative**  
Canada has one of the world's most comprehensive business immigration programmes. Both its federal and provincial governments encourage prospective business immigrants to invest in Canada. Over the years, thousands of foreign business people have found Canada to be an excellent place to invest capital and to apply their particular business know-how to Canadian ventures.

Canadian business people have also benefited from Canada's Business Immigration Programme. In a wide variety of situations, they have been put in touch with immigrants who can contribute expertise to a Canadian venture or who have capital to invest.

Canada's Business Immigration Programme has a proven track record. It has enabled foreign investors to make a positive contribution to Canada's economy. The results have been jobs for Canadians, including newcomers. In 1987 visas were issued to 2484 'entrepreneurs' who transferred £1.2 billion to Canada and created 11 918 new jobs. During the same period 137 'investors' transferred £212 million to Canada.

## Who Qualifies

The Business Immigration Programme is aimed at immigrant entrepreneurs, investors and the self-employed. To qualify under the Programme, applicants need business experience, marketing skills, business contacts in Canada and, where appropriate, funds to invest. Business proposals are required showing that a new Canadian business will be started or maintained or an existing one expanded. The proposal must also demonstrate that jobs will be created or maintained.

Of the three categories of business immigrant, only entrepreneurs must submit detailed business proposals or a general business plan, under certain conditions, along with their applications for permanent residence. All prospective immigrant business people are assessed against universal standards. These standards show how well a

person can adjust to Canadian life and settle successfully. Medical and background checks are also arranged.

In recognition of the valuable contribution business immigrants make to the development of the Canadian economy and the creation of jobs, Canadian Immigration officials give priority to processing applications from prospective business immigrants.

## The Self-Employed

To qualify as 'self-employed', a business immigrant must have achieved a degree of success at home in either a business or a cultural pursuit. Criteria for a self-employed business immigrant are that the applicant's activities will either add to the cultural life of Canada or will establish a business of significant economic benefit in Canada which will employ only the applicant or family members.

The self-employed immigrant who wishes to come to Canada to pursue cultural or sports activities will be assessed on international reputation, degree of success at home and international ranking (where applicable).

## Entrepreneurs

An entrepreneur has proven management skills, a proven business background and must actively manage the business once it is established.

Whatever the entrepreneurial venture, it must contribute significantly to both the Canadian and the provincial economy. The business will have to either maintain existing jobs or create new opportunities for one or more Canadian residents, other than the entrepreneur and any dependents.

Anyone applying in this category must play an active management role in the business.

## Investors

Prospective 'investor' immigrants must have a proven business record and have accumulated through their own endeavours, a personal net worth of at least £250 000. They must also invest as required in any one of several investment tiers ranging from £75 000 locked in for three years to £250 000 locked in for five years. Each tier allows for all common forms of debt and equity financing for businesses in Canada.

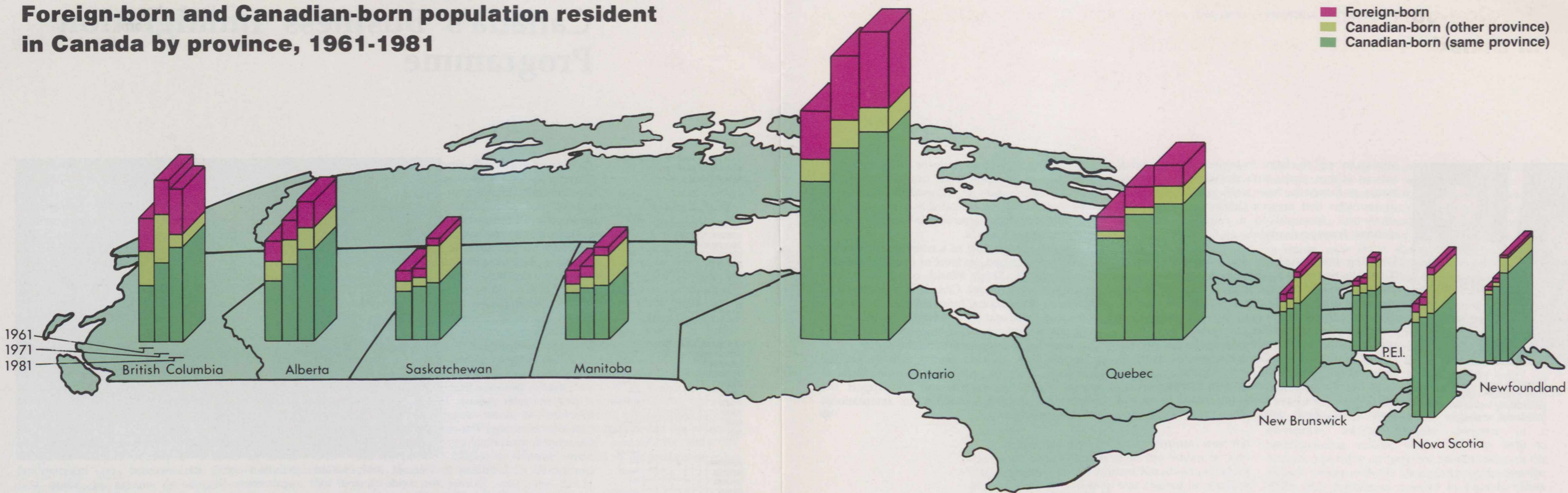
Although an investor applicant must have demonstrated business experience, an investor is not required to play an active management role in the business in which the investment is made. An immigrant investor might, however, sit on the Company's Board of Directors or become a shareholder. The investment must be made after a visa application has been made, and before the visa is issued.

The immigrant investor may choose to invest in any number of acceptable businesses, syndicates or investment funds. All must have been identified by both federal and provincial authorities as suitable vehicles for immigrant investment.

The proposed pre-accepted investment vehicle, must significantly benefit a provincial economy and must either create or maintain jobs for



# Foreign-born and Canadian-born population resident in Canada by province, 1961-1981



■ Foreign-born  
■ Canadian-born (other province)  
■ Canadian-born (same province)

Business Immigration Programme — continued

Canadian residents, other than the investor or any dependants. The investment should also help the active business activities of small and medium-size enterprises in Canada.

It should be noted that neither the federal nor provincial governments assume any responsibility or liability for the viability or success of the investment option or any investment made in it.

During the past two years over 300 business immigrants have been processed by the High Commission in London. Attracted by a fast

growing economy, high standard of living, receptive business environment and a new lifestyle for the whole family, these business immigrants are making a significant contribution to Canada's future.

More details on Canada's Business Immigration Programme are available from the Entrepreneurial Development Officer, Immigration Section, Canadian High Commission, 38 Grosvenor Street, London, W1X 0AA, or telephone 01-629-9492 (Ext 3534).

## Providing fair sanctuary: Canada's new refugee determination system

In recent years, Canada's refugee system has groaned under the weight of an ever-escalating number of refugee claims. By the beginning of 1989, more than 80000 refugee claimants were waiting for their claims to be heard — a process that could be appealed and dragged out for many years.

By the early 1980s, it was obvious that some people were using refugee claims to evade the immigration selection process and gain rapid entry into Canada. The Canadian government concluded that the only way to restore order to the system was to introduce improved refugee determination procedures — particularly since, upon investigation, the majority of refugee claims proved without merit.

Because of the difficulty in balancing the two objectives of the system — protecting refugees and deterring abuse — a painstaking redesign process was conducted involving extensive consultations in Canada and abroad.

The legislation establishing a new refugee determination system came into effect in January 1989. It provides sanctuary for those in need of protection and includes numerous safeguards to ensure that no authentic refugees will be returned to a country where they might face persecution. The legislation also provides the means to quickly deal with those who abuse the system or who organise and profit from abusing it.

**Determining a refugee claim**

People arriving at a Canadian border or facing removal from the country after their authorised stay have a right to claim protection under the 1951 Geneva Convention and its Protocol.

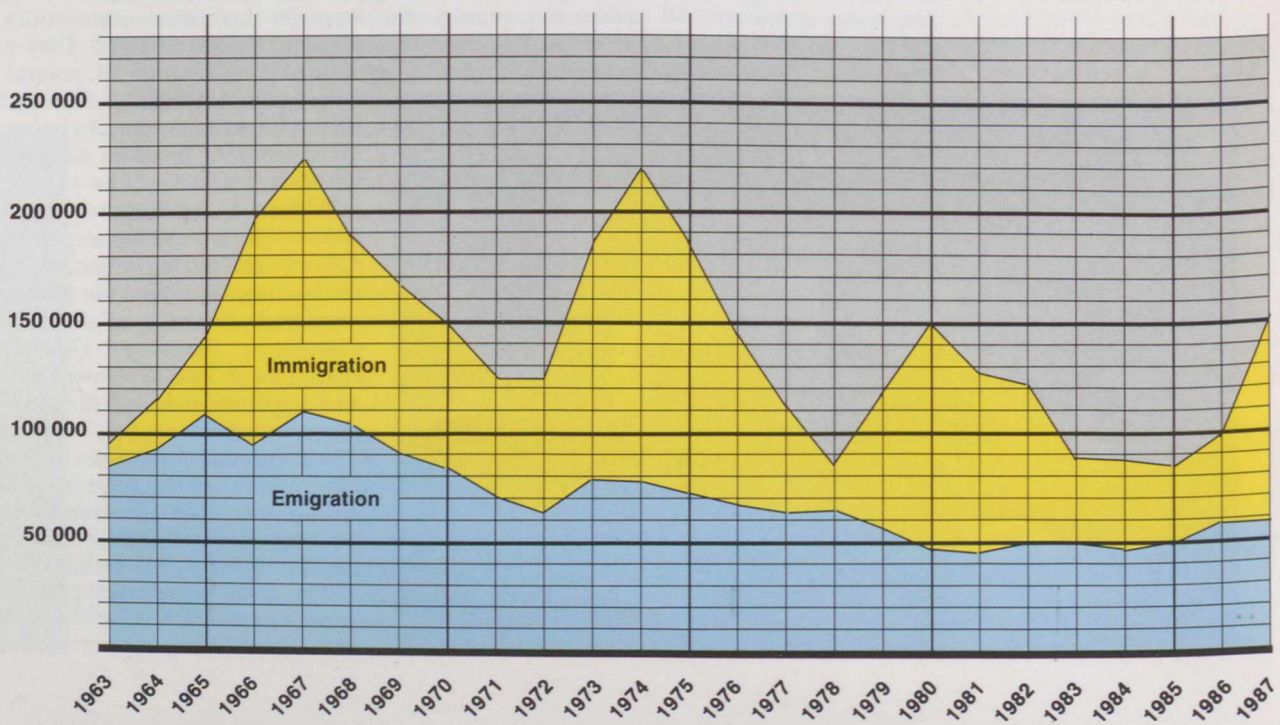
Eligibility for protection is assessed in an oral hearing before an independent adjudicator and a member of the Convention Refugee Determination Division (CRDD) of the new Immigration and Refugee Board. Refugee claimants have the right to legal counsel. Legal aid is provided where necessary.

The rejection of a claim requires a *unanimous* decision of the adjudicator and the CRDD representative. Claimants have a right to appeal their rejection to the Federal Court of Canada within 72 hours. Appellants will be removed from the country pending the results of the judicial review.

Should *either* the adjudicator or the CRDD representative rule that the individual is eligible to be protected in Canada, the refugee claimant is referred to the CRDD for an oral hearing. People accepted at this hearing can then seek permanent residence in Canada. Those rejected at this stage can appeal to the Federal Court.

People who present a security risk are not eligible for protection in Canada under the provisions of the Geneva Convention and Protocol. Claims from war criminals are also rejected. This

### Annual immigration and emigration





Canada's new refugee determination system: a painstaking redesign to help those most in need.

applies as well to claims from people convicted of serious crimes, those who already enjoy refugee status, or those who have a refugee claim pending in countries that are not threatening them with *refoulement* (removal to a country where the claimant fears persecution).


#### **Working internationally for refugee protection**

'Canada's record as a sanctuary for the oppressed and persecuted is second to none,' says J B Bissett, executive director of Immigration. 'Its international role is carried out, in part, through a significant resettlement Programme. Canada's service to refugees was formally recognised when in 1986 the United Nations' High Commissioner for Refugees awarded this country the Nansen medal.'

In fact, since the Second World War, more than 500 000 refugees have come to Canada to rebuild their lives. Each year, the government and

individual Canadians sponsor the entry of thousands of refugees from camps abroad. No other country with an equivalent number of refugee claimants has extended as many rights and guarantees as those granted to people seeking refugee status in Canada.

'While Canada's role as a resettlement country is widely recognised, its level of financial support to refugees in Third World countries is also significant,' says Bissett. Canada is a leading contributor to international humanitarian bodies such as the Red Cross and the UN High Commission on Refugees. Resettlement assistance and food aid are also provided to refugees around the world.

In addition, Canada works actively on the diplomatic front to promote better standards of human rights observance and to support the search for durable solutions to international refugee problems. 

## Canadian studies in Britain

*In January 1989 the Refugee studies Programme at Queen Elizabeth House, Oxford University, together with the Centre for Refugee Studies at York University, Ontario, organised a symposium on 'The Refugee Crisis: British and Canadian Responses'. The Oxford group was awarded an Institutional Research Grant for research about Canada by a team of academics in a British higher education institution leading to publication. The grant is administered by the Academic Relations Section of the Canadian High Commission, London. The project represents one kind of initiative supported by the Canadian Studies in Britain programme which encourages the development of teaching, research and publication about Canada in Britain; and collaboration with Canadian Universities. Further information is available from the Academic Relations Officer at Canada House.*

### **'The Refugee Crisis: British and Canadian Responses' - an international exercise in consultation and collaboration**

written by  
BRIGITTE MARSHALL,  
Symposium Organiser.

In 1982, the Refugee Studies Programme (RSP) was established as part of the International Development Centre at the University of Oxford. It aims to provide an independent forum where experience can be shared by academics, refugees, agency workers, and representatives from host governments, in the hope that understanding of the issues confronting refugees, their hosts and the international community may be promoted.

Earlier this year from January 4th to the 7th, an International Symposium on 'The Refugee Crisis: British and Canadian Responses' was co-organised by the Refugee Studies Programme (RSP) and the Centre for Refugee Studies, York University, Canada. The Symposium was supported financially by a grant from the UK Home Office and the Department of External Affairs, Ottawa.

Timothy Renton, Minister of State represented the British Government. Dr Stanley Knight, Assistant Deputy Chairman, Convention Refugee Determination Division of the new Immigration and Refugee Board, represented Canada.

The purpose of the Symposium was to get refugees, government officials and humanitarian agencies from both Britain and Canada talking to one another, to share experience and to exchange perspectives on issues related to the refugee crisis. The Symposium was attended by a wide range of academics, practitioners and government officials; from the UK and Canada there was representation from fifty-one non-governmental organisations (NGOs), twenty-seven academic institutions, eleven central and local government departments and eleven different media organisations.

International participation included fifteen international agencies, representatives from eight governments and three academic institutions. Refugees from more than twelve countries attended.

The brief of the Refugee Studies Programme is essentially academic, its priority is to encourage rigorous, independent, multi-disciplinary research into refugee situations. However, as the details of those who attended the recent Symposium attest, the Programme cannot be said to be isolated from events nor unconstructively academising issues. Such a comprehensive representation and interest suggests that the Programme's aim to ensure that its research is policy oriented and relevant to the needs of refugees and practitioners is being realised. The other obvious element which was well illustrated at the recent Symposium was that such innovation is long overdue and much welcomed.

A model for the 1989 Symposium was the workshop which was held in the Sudan in July 1987, organised by Dr Ahmed Karadawi on behalf of the RSP. The workshop was chaired by a senior Sudanese diplomat and brought together representatives of the Sudanese government, the police, the military, Sudanese non-governmental organisations, the media and representatives of refugee organisations. Such a meeting represented a novel and innovative initiative with the objective of developing a permanent forum for dialogue between refugees and Sudanese institutions, concerning certain immediate and long-term problems faced by refugees.

In January, the Symposium held in Oxford sought to examine the nature of the contemporary crisis with a view to improving current policy and practice. In comparing the existing provision of services to refugees in both Canada and the UK it was hoped that inadequacies could be identified and current services evaluated. Set in the context of the world refugee crisis, the hardening of public attitudes towards asylum-seekers and the tendency towards more restrictionist policies from governments indicate that the problems of access and the effects of detention and deterrence on successful resettlement urgently need to be reconsidered. At the Symposium Mr Zia Rizvi of the Independent Commission on Humanitarian Issues suggested that the degree to which the West chose to insulate itself from the refugee crisis was an indictment on its moral well-being. He feared the drawing in of a self-interested, protectionist approach to strangers in the West in general and in Europe in particular.

The Symposium looked at the laws and regulations in operation in the two countries and the politics of reception or deterrence. The context and processes of resettlement were compared in detail when the Symposium divided into eleven workshops to look at specific issues of resettlement including education and language, health care, housing, employment and social services. The comparison of these issues served to emphasise one of the fundamental differences underlying the responses of the two societies. In Britain, there are

few official programmes set up to create an institutionalised base to make best use of the fund of human resource which refugees represent. Many of the refugees who spoke at the Symposium had professional qualifications and potential but resettlement had entailed an inability to utilise such skills. Refugees who manage to overcome the myriad difficulties of gaining entry are identified as competing against others who are equally in need of scarce resources and are therefore seen as a drain on public funds.

Historically Canada has an advantage over Britain, it is a society built on and maintained by immigration and has thus sought to develop a multicultural identity. Because it has already established the means of easing the entry of immigrants, the adaptation of the refugee to Canadian society is often more easily facilitated. The refugee is viewed as another kind of immigrant, adding to the diversity of a heterogeneous nation; while this can help to nurture a positive attitude, the identification of the asylum seeker with the immigrant emphasises the skills and experiences needed in Canada rather than the need to offer asylum.

The Symposium was presented as an opportunity for essential learning for all concerned with refugees and other minorities but it was not just an opportunity to learn from up-to-date research about facts, figures, data and statistics. One of the most important things learned, and which was stressed by Dr Barbara Harrell-Bond, Director of RSP, was the need for consultation and collaboration in order that all might work towards a common strategy of action, heighten awareness of the problems and contribute to their resolution. A participant at the Symposium wrote; 'I gained a great deal from the conference; both in new insights, and in new contacts with other people working with refugees. I think it's valuable for all of us...to get away, to think, listen, and share knowledge. I am grateful for having had that opportunity. I think the interaction of practitioners and academics, too, is a useful and all-too-rare event.'

The initiative RSP has shown in gathering together interested parties to forge a common aim, is an example of what is required with regard to responses to the refugee crisis. Professor Michael Lanphier, Research Counsel for the centre for Refugee Studies at York University suggested that if Britain wanted to remain true to its liberal traditions and Canada to its multicultural principles, then both countries would have to move from a national to an international perspective and from an individualistic stance to one of collaboration.

Collaboration between the Refugee Studies Programme, Oxford University and the Centre for Refugee Studies, York University, Canada, continues. A publication comprising papers presented at the Symposium will be produced in the near future. For details of this, or more general information, the Refugee Studies Programme is based at Queen Elizabeth House, 21 St Giles, Oxford, OX1 3LA.

## Politics

### Mulroney brings new faces into his Cabinet

Following his election victory last autumn, Canadian Prime Minister Brian Mulroney has carried out an extensive reshuffle of his Cabinet. Six new ministers have been appointed, while 19 others have been given new or additional portfolios.

Lucien Bouchard has been appointed Minister of the Environment, an indication of the government's commitment to environmental issues; while former Defence Minister Perin Beatty has become Minister of National Health and Welfare. Joe Clark continues to hold the External Affairs portfolio.

Among the new ministers are two women: Mary Collins, who becomes Associate Minister of National Defence, and Kim Campbell, who has been made Minister of State for Indian Affairs and Northern Development. Both come from British Columbia.

At the same time Mulroney has reorganised the Cabinet committee structure and decision-making system in a bid to place more emphasis on tighter economic management and social policy.

## Museums

### Canada's national aeronautical collection gains new premises

Perhaps no nation on earth has relied so heavily on aviation as Canada. Since Canadians began the first commercial bush flying operations after the First World War, the aeroplane has played a key role in opening up the remote areas of the country.

It is therefore small wonder that, over the years, Canada has built up one of the finest aeronautical collections in the world. Yet until recently it was housed in World War II hangers which hardly did it justice.

Now the collection has a new home. The display of aircraft and aviation artifacts has been moved to a brand new facility at Rockliffe Airport just a few miles from the centre of Ottawa.

'Aviation is very special to Canadians and it has touched many of our lives,' says Robert Bradford, Associate Director of the National Aviation Museum. 'At long last we have a chance to appreciate this important part of our history.'

## Tourism

### New Canadian airline enters the leisure travel market

A new Canadian airline will be jetting holiday-makers across the Atlantic this summer. The recently formed Odyssey International plans to offer charter flights between Britain and Toronto from the beginning of May.



Odyssey will be flying from four relatively uncongested British airports, Stansted, Bristol, Leeds/Bradford and Newcastle, with its brand new Boeing 757s, and aims to offer the highest standards of cabin service. Meals, for instance, will be served on bone china and accompanied by Odyssey's own-label wines. Return fares will start at £199.

The services will be sold and marketed exclusively by Transcanadian Holidays, part of the Horley-based travel group, Target Marketing. Transcanadian offers holiday add-ons to the flights, such as car hire, camper and motor home hire and hotel voucher schemes.

Chief Executive of Transcanadian, Malcolm James, believes the current exchange rate makes Canada excellent value for money as a tourist destination. 'The Transcanadian / Odyssey combination will be unbeatable,' he says.

### Midlands gains better air links with Canada

Birmingham is to get a direct airlink with Canada this spring when Air Canada starts a twice-weekly scheduled service to Toronto. The Tuesday and Saturday flights will be operated by Lockheed 1011 or Boeing 767 aircraft.

Business people travelling on to the US will be able to clear US Customs and Immigration at Toronto Airport.

The new service reflects the importance of the Midlands in generating revenue for the airline. Passenger traffic between the UK and Canada has boomed since the signing of a new air agreement over a year ago, which permitted greater competition and has resulted in lower fares.

In another move, Air Canada has introduced a new fare level with an advanced-purchase requirement of 21 days, instead of the seven days required for the Maple Leaf Fare. The new SAPEX fares will offer return flights to eastern Canada for £288.

## Technology

### Canadian group invests millions in Lancashire cable TV

Maclean Hunter, the Toronto-based communications group, is to build a TV cable network in East Lancashire which will cover 168 000 homes. The Canadian firm will be putting up £10 million in equity and guaranteeing £20 million in loan finance for the scheme.

Maclean Hunter, whose other interests include publishing, printing and broadcasting, already has more than one million cable subscribers on its networks in Canada and the US. Cable TV is a mature and profitable concern in North America, and the company is by no means the first to look across the Atlantic for cable opportunities in the UK.

The group has set up a subsidiary, Cable Systems Development, to apply for more franchises in the UK. The Chairman of Cable Systems Development is a former Conservative Minister, Peter Blaker.



The Avro Canada C-102 established Canadian leadership in jet airliners. The first jet transport to fly in North America; it first flew on August 10, 1949, only two weeks behind the de Havilland Comet, exceeding 500mph within a few flights. The museum has the nose section on display, which is unfortunately the only major part of the aircraft remaining intact.

## People

### Human rights prize for international law professor

On the occasion of the 40th anniversary of the Universal Declaration of Human Rights, a Canadian professor has been awarded the United Nations Human Rights Prize, the first Canadian to receive this honour.

Professor John Humphrey is Emeritus Professor of International Law at McGill University, Montreal. He was the first Director of the UN Human Rights Division, and played a key role in preparing and drafting the Universal Declaration which was adopted by the General Assembly in 1948.

Since returning to Canada in 1966, Professor Humphrey has been active in university teaching and working with non-governmental organisations. He has written extensively on human rights and international law, and in 1974 was awarded the Order of Canada.

## Coins

### Silver coin commemorates the bi-centenary of an epic journey

In 1789, Alexander Mackenzie made an epic canoe journey from Fort Chipewyan in Northern Alberta to trace the course of the river that now bears his name. Two hundred years later the Royal Canadian Mint celebrates this famous explorer and the

discovery of the Mackenzie River with a commemorative silver dollar designed by Ontario artist John Mardon.

Mackenzie, who was born in Scotland in 1764, went to North America at the age of ten and later joined a firm of fur traders. He took up a post on the Athabasca River as second in command to Peter Pond, a noted explorer in his own right. Pond believed that Cook's River in Alaska was the mouth of a large river that flowed westward out of the Great Slave Lake (now in the Northwest Territories to the north of Alberta).

Pond's theory fascinated Mackenzie, for, if correct, it would mean the river could provide a travel route from the interior to the Pacific. So Mackenzie mounted an expedition to test the idea, only to find that the river led to the Arctic Ocean, not the Pacific, as was supposed. Undaunted, four years later he set out on a second expedition westward from the upper reaches of the Peace River in Alberta. His plan was to cross the Continental divide from the watershed of the Peace to that of the Fraser, and then follow the Fraser to its mouth. However, on the advice of Indians he decided to complete the final leg of his journey overland. The trip was accomplished with astonishing speed and efficiency.

In 1799, Mackenzie returned to Britain where his 'Voyages' were published in 1801 and he gained a knighthood in 1802. He eventually married and retired to an estate in Scotland. But the Mackenzie River flows on - one of the great, but least known, rivers of Canada. With a length of 2650 miles, it is the second longest river in North America after the Mississippi, and its sparsely populated basin is one of the few great unspoiled areas of the world.



Actual size  
36mm dia.

## Art

### Papworth hospital receives gift of Canadian art

Fourteen prints by the famous Canadian landscape painters known as the Group of Seven, were recently presented to Papworth Hospital by the Counsellor for Cultural Affairs at the Canadian High Commission.

These artists reached their zenith in the years 1920 to 1930, although there was prior influence from Tom Thomson. The works of Lauren Harris, A Y Jackson, Arthur Lismer and Fred Varley, are

probably some of the most representative paintings of a 'post impressionist' style which emerged in Canada the earlier part of this century. All of the works presented to Papworth Hospital come from originals housed at the National Gallery of Canada.

The gift was received by Dr Stark of Papworth Chest Unit and donated by the Canadian High Commission in memory of Roy Dunlop, Canadian author and broadcaster, who was a regular patient at the Hospital until his sad death late last year.

### This spring saw a host of trade shows in and around London, at which Canada had a major presence.

Canada Marketplace '89, a unique event at which 35 Canadian high-tech companies met potential British buyers. The concept received praise from both sides of the Atlantic and will be repeated in other markets. At least one European distribution agreement has been signed already, which is expected to result in sales of about 2 million dollars over the next two years.



Models display Canadian garments at a Canada House fashion show. The event attracted more than 100 fashion buyers and agents - including world famous names such as Harrods, Liberty, House of Fraser and Next.

Hon John Crosby, Minister for International trade, dons a Billingsgate porter's hat at a Canadian exhibitor's stand during the International Food Exhibition, held at Olympia. This is the fourth year Canada has had a national stand where 15 Canadian companies exhibited products ranging from fish to biscuits, honey to blueberries.



# Michel Tremblay plays to be featured at Glasgow's Mayfest

Right:  
Michel Tremblay

Michel Tremblay – recognised as Quebec's (and possibly Canada's) leading playwright – ushered in a new era of *quebécois* theatre when his play, *Les Belles-Soeurs*, was first performed in 1968. Since then, he has gone on to national and international triumph, and along the way has generated greater critical controversy than any other Canadian dramatist.

His most obvious innovation was to make his characters speak in working-class *joual*. Not everyone appreciated this move. The theatre critic for Montreal's *La Presse* summed up his reaction to the premiere of *Les Belles-Soeurs* by writing: 'It's the first time in my life that I've heard in a single evening so many curses, swear words, four-letter words and bathroom expressions.'

But in Paris, a review in *Le Monde* took a different approach: '*Les Belles-Soeurs* is in *joual* as *Andromaque* is in *Alexandrines*, because a work needs a language, and a strong work needs a strong language.'

Michel Tremblay's plays tend to feature social outcasts and misfits who often use hard-hitting monologues which are clearly aimed at provoking an audience response. Again, this approach has generated controversy, since Tremblay has used it to expose hypocrisy and to get at the truth as he sees it.

'I don't like writers who write because they think they're right,' he has said. 'I always say that what I write is my version of the truth. It's not "the" truth, but it's the truth for me.'

Below:  
The Real World will be performed at the Tron Theatre in Glasgow



## Writer of 18 plays

Michel Tremblay was born in 1942 in Montreal's industrial east end. While still in high school, he wrote poems, plays and novels. At the age of 17, he entered the Graphic Arts Institute of Quebec where he studied to be a linotypist, the trade at which he worked from 1963 to 1966.

Now 46, he has written 18 plays, two musical comedies, eight novels, one collection of stories and seven film scripts. He has also translated and adapted plays by Aristophane, Paul Zindel, Tennessee Williams, Dario Fo, Tchekhov and Gogol; and he has written the lyrics of songs recorded by some of Quebec's best known singers.

His play, *Les Belles-Soeurs*, has been translated from *joual* into Glaswegian for the Glasgow Mayfest where – under the title *The Guid Sisters* – it will preview April 27–30 and be performed May 2–14 and May 23–June 4 at the Tron Theatre.

Also during the Mayfest, the Tarragon Theatre of Toronto will be bringing its production of Tremblay's latest play, *The Real World*, to the Tron Theatre. The play will be performed May 14–23.

In addition, a conference on Quebec theatre in general and Michel Tremblay's plays in particular will be held at the Tron Theatre. Tremblay will be attending. 