

doc  
CA1  
EA933  
C17  
ENG  
1986  
January

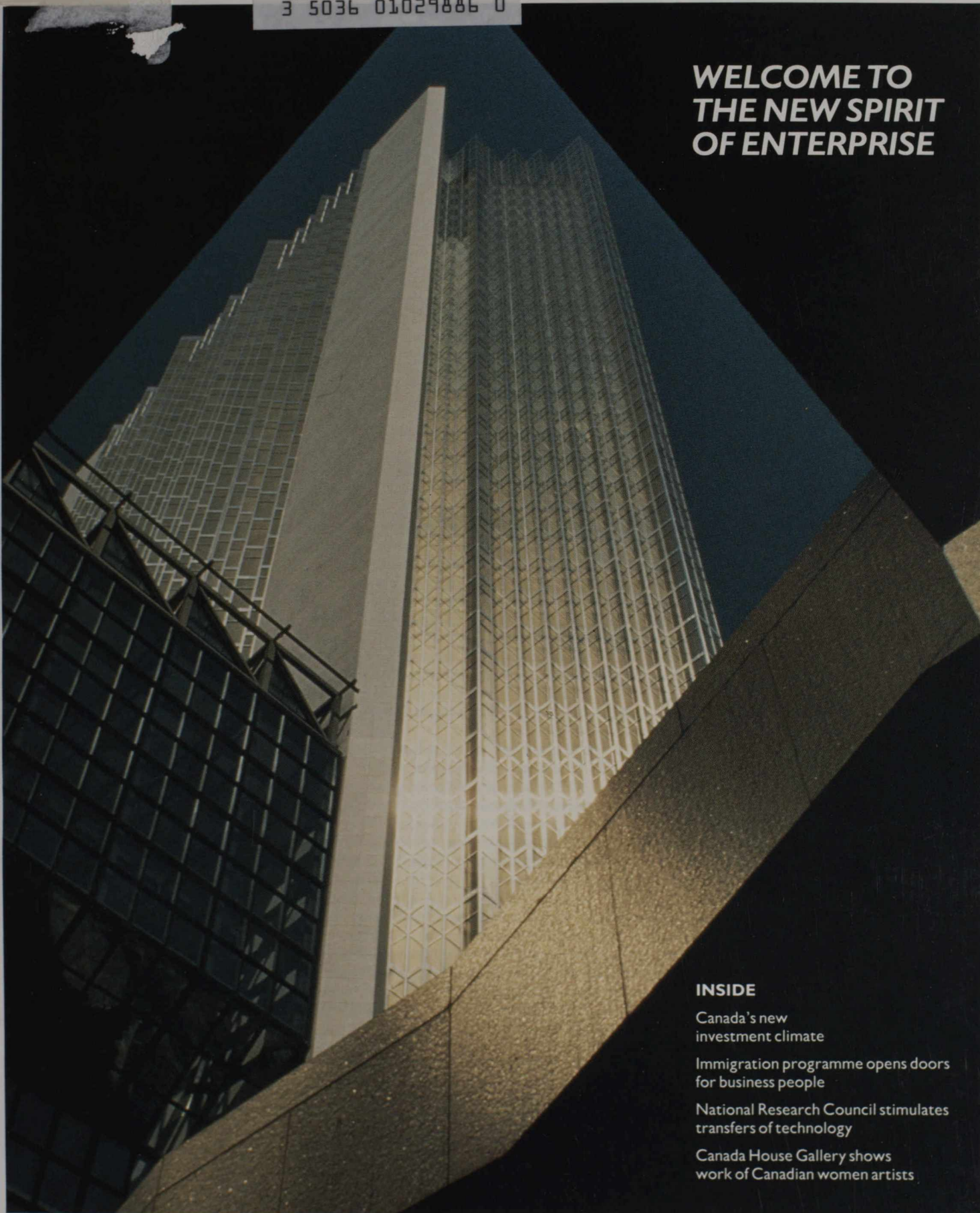
# Canada



Today/d'aujourd'hui  
magazine

Issue no 10

January 1986



**WELCOME TO  
THE NEW SPIRIT  
OF ENTERPRISE**

**INSIDE**

Canada's new  
investment climate

Immigration programme opens doors  
for business people

National Research Council stimulates  
transfers of technology

Canada House Gallery shows  
work of Canadian women artists

# In this issue

*Editors*  
Richard Starks  
Miriam Murcutt

*Published by*  
Canadian High Commission  
Canada House  
Trafalgar Square  
London SW1Y 5BJ

*Design and production*  
Christopher Stanbury

*Printing*  
Thompson & Tompkins Ltd

*Typesetting*  
FCS

- 3 **Canada's new business climate is luring foreign investors**
- 5 **Key UK corporation finds its Canadian investments pay off**
- 6 **Small town makes big effort to win investor's confidence**
- 6 **New immigration programme opens doors for business people**
- 9 **Business visitors to Expo 86 will get special attention**
- 10 **Mosaic**
  - Technology
    - Canada/UK partnership launches novel entertainment experience
    - Canadian company markets integration system
    - Optical discs developed for use on micro computers
    - Computer-run house gives glimpse of future
    - New range of cellular telephones
    - Laser light increases computer's capacity to think
    - Offshore Europe '86 exhibition

- Events
  - Trent University to host UK/Canada colloquium
- Culture
  - Canada/UK launch actor-exchange scheme
- Travel
  - Free travel film series shows off Canada
- Trade
  - World Trade Centre development moves ahead
- Investment
  - Opportunities Canada Conference planned for March, 1986
  - Canadian stock purchases on the increase
- People
  - Plaque unveiled to commemorate John Buchan
- 13 **National Research Council's Technology Transfer Programme offers opportunities for UK firms**
- 14 **Canada displays its wares to UK travel buyers**
- 15 **Exhibition features the work of four women artists**

*Subscriptions*  
Any change of address should be notified to our subscription secretary, Keith Vines, at Canada House.

Views expressed are not necessarily those of the Canadian government. Unless specifically noted, articles are not copyrighted and may be reproduced with acknowledgement to the authors and original sources where indicated. Acknowledgement to *Canada Today/d'aujourd'hui* magazine would also be appreciated.

ISSN 0226-6685

*Other Canadian government offices in the United Kingdom*

Canadian High Commission  
Macdonald House  
1 Grosvenor Square  
London W1X 0AB  
Tel: 01-629 9492

*Front Cover*  
Royal Bank Building, Toronto

## Editorial

The message that Canada is open for business has become a familiar one in recent months. Since the present government took office sixteen months ago, a number of high-ranking Canadian ministers have visited Britain to stress that a new attitude exists in Canada - an attitude that is more open, more outward looking and more welcoming to foreign investment and foreign involvement within the Canadian economy.

Of course, a change in attitude is one thing. But it can often have little significance unless it is translated into practice - unless concrete steps are taken to see that it results in real and measurable change.

That's what much of this issue of *Canada Today* is about. It is designed, in part, to show that some of the government's initiatives are already changing the way that business is done in Canada.

Naturally, it takes time for a change in attitude at the top to filter down to the market place. But new initiatives such as the business and entrepreneur immigration programme, described in this issue, are showing that Canada's commitment to reinvigorating its business community is real.

Similarly, the National Research Council's technology transfer programme, also described in this issue, is an example of the way that Canada is

opening up its economy to foreign ideas and foreign innovations.

Also in this issue, we show that the change in attitude in Canada is creating a more favourable investment climate in a number of different ways; our lead article starting on page 3 details some of the tangible benefits that Canada now offers to foreign investors.

And on a different, more specific level, we report on three British firms that have recently established themselves in Canada - an entrepreneurial start-up, a small business and the subsidiary of a large British company - in order to present a more concrete view of what it is really like to operate in the new, open-for-business Canada. ♦

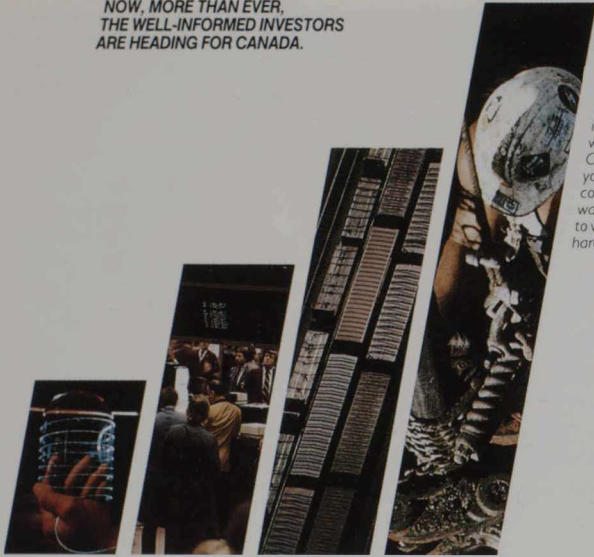


Canadian High Commissioner

# Canada's new business climate is luring foreign investors

NOW, MORE THAN EVER,  
THE WELL-INFORMED INVESTORS  
ARE HEADING FOR CANADA.

With the formation of Investment Canada, the Canadian Government has placed the welcome mat out to foreign investors. That's why, these days, Canada is where you'll find the companies that want their money to work the hardest for them.



Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

RETURN TO DEPARTMENT OF EXTERNAL AFFAIRS  
RETOURNER A LA DIRECTION DES AFFAIRES EXTÉRIEURES

Conference Board of Canada – a private-sector research organisation – recently reported that 55% of Canadian business executives expect to increase their investment expenditures this year.

A survey by the government's industry department found that large corporations in Canada expect to increase their capital expenditures by 13%. And Statistics Canada – the government's official statistics-gathering agency – recently forecast that capital spending will be nearly 10% higher this year than it was in 1984.

Furthermore, the OECD has forecast that Canada's GNP will grow in 1986 at a rate that will be second only to that of Japan.

International investors are taking a keen interest in these developments. In late August, Salomon Brothers released a bullish report on Canada's investment climate. In particular, the report stressed that the dismantling of the National Energy Programme – introduced by the previous administration – has significantly improved the investment climate, not just in Canada's oil and gas industries, but also in its economy as a whole.

## Improved investment climate

As mentioned above, one of the key factors behind the improvement in Canada's investment climate is the government's new investment policy. Under the Investment Canada Act – which came into force June 30 and which replaced the Foreign Investment Review Act – a new Agency, called Investment Canada, was established with the following mandate:

- to review only those investments by non-Canadians that might have an important impact on the economy;
- to encourage and facilitate investment that will lead to economic growth, the introduction of new technology and the creation of jobs; and
- to contribute to the development of policies that will improve the climate for investment in Canada.

The Investment Canada Act is based on the straightforward assumption that investment is beneficial to Canada. In particular, the federal government believes that investment stimulates economic growth, job creation, the introduction of innovative ideas and technologies, and improves the international competitiveness of Canadian industry.

That is why the new legislation requires only a simple notification for the vast majority of investments by non-Canadians, whether they are for the establishment of new businesses or for the acquisition of Canadian businesses.

In fact, the only investments now subject to review are direct acquisitions of Canadian businesses that have assets of more than \$5 million; indirect acquisitions of Canadian businesses with assets of more than \$50 million; and certain investments under those limits that involve economic activities related to Canada's national identity and cultural heritage – for example, book publishing and the distribution of books or films.

What's more, the new legislation simplifies administrative procedures for the small number of investments by non-Canadians that are still subject

A dynamic new investment climate is emerging in Canada as a result of a number of measures introduced by the new government since it took office in September, 1984. Among other initiatives, the government has taken steps to reduce the federal deficit; to eliminate unnecessary and excessive regulations; to simplify the tax system; and to rationalise the various industrial incentive programmes.

Also, the government has introduced new investment legislation, which is specifically designed to encourage and to facilitate investment by Canadians and by non-Canadians.

In effect, the government has cast Canada's economic and investment policies in a new mould, which both encourages private initiative and diminishes government involvement in the market place.

One other factor that has contributed to the marked improvement in the business climate in Canada is the cooperative approach taken by the federal government in its relations with the provincial and territorial governments, and in its relations with the private sector.

Long-standing federal-provincial disputes in the energy sector have been resolved by two recent agreements: the Western Accord, signed with the provinces of Saskatchewan, Alberta and British Columbia; and the Atlantic Accord, signed with the province of Newfoundland.

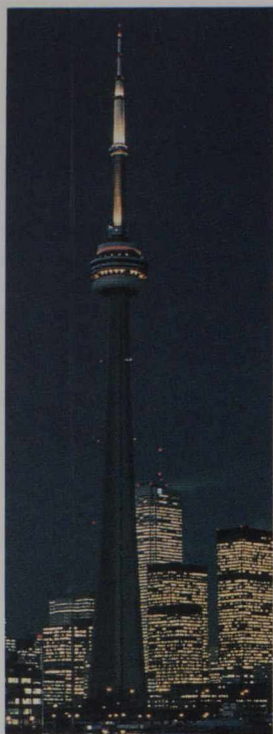
In addition, the government has undertaken extensive consultations with the private sector on a variety of issues – for example, on the measures that were to be included in the new government's first budget, brought down last May.

## New business confidence

Recent surveys confirm that there is a renewed business confidence in Canada. For example, the



INVESTMENT  
CANADA



Toronto, Ontario

to review. For example, a single minister now decides whether such an investment will be allowed, whereas the whole Cabinet used to decide under the previous legislation.

Furthermore, the investment Canada Act requires that the minister decide within 45 days (or in a few instances, within a maximum of 75 days), unless the applicant agrees to a longer period.

The end result is that while the government has retained a review mechanism in its new investment legislation, it is determined to keep the mechanism simple and to ensure that it is administered in a straightforward, business-like manner.

#### Promoting investment in Canada

But the heart of the Investment Canada Act is the clear and unequivocal mandate to promote investment in Canada. Investment Canada is carrying out this mandate by helping Canadian firms to take advantage of investment possibilities and by offering a wide range of services, including information, to both Canadian and non-Canadian investors alike.

Furthermore, it is not doing this in isolation, but is collaborating closely with other departments within the government; with Canadian embassies and consulates abroad; with business associations; and with individual private firms.

This is the new spirit of cooperation — what the government is calling 'the spirit of enterprise' — which underlies the Investment Canada programme. The new agency (and its associates) is in business to serve investors.

It has already put into place a number of useful services that will help investors. For example, a team of investment professionals has been busy answering enquiries, and putting investors in touch with key people in Canada's public and private sectors. In addition, Investment Canada has developed a comprehensive data base that enables it to provide detailed information on all aspects of doing business or investing in Canada. This data base covers markets, energy, the technical infrastructure and any other relevant issue.

Also, Investment Canada can provide general, background information, which it can make available through Canada's embassies and consulates.

With its new investment policy, Canada is now more than ever an excellent location for investment. It has abundant natural and energy resources; easy access to the single, largest market in the world; a highly-skilled labour force; extremely sophisticated transportation and communications networks; a secure and advanced financial and banking system; and a quality of life that is second to none.

#### International investors looking to Canada

As a result, more and more international investors are looking to Canada. In 1984 and 1985, several major investments were announced — including more than \$2 billion in investments by GM, Ford, AMC/Renault and Honda.

These were investments in new plants and manufacturing processes, using state-of-the-art technology. They demonstrate a real confidence in Canada as a profitable location and as a country with a future.

A Canadian location also offers possibilities for cooperative ventures. Canada has a strong and diversified industrial base, characterized by the manufacture of a wide range of products and the use of the latest technology.

It has a well-trained and committed pool of human resources with a large number of scientists and engineers. And its labour force develops and produces sophisticated products, such as cellular telephones, digital PABX systems and the Canadarm (the remote manipulator arm used in the NASA space shuttle programme).

Perhaps less well-known is Canada's technical infrastructure, which is specifically oriented towards advanced-technology industries. Canadian universities work closely with industry to ensure that basic research on advanced technologies is undertaken and diffused.

'Critical mass areas', which are geographic centres of scientific, technical and business expertise, have emerged near many universities across Canada.

The end result is that Canada offers limitless opportunities for British and Canadian firms to work together in cooperative ventures, which will allow them to match their expertise and experience to develop new products and serve new markets.

Joint ventures and license arrangements are attractive alternatives to direct exports to Canada, because Canada does not require any registration or public disclosure of licenses.

Exclusive licenses, which are prohibited by many countries, are not prohibited in Canada. Canadian license agreements are treated as any other commercial contracts, and benefit from the well-defined and long-established legal rights that such contracts have won in courts of law.

Furthermore, Canada does not have exchange controls or any restrictions on the payment of royalties. ♦

## Who to contact for information on

The extensive Canadian government presence in London means that all necessary information and assistance is immediately accessible to British investors. In addition to the High Commission, six of the ten provinces maintain London offices actively supporting investment in a particular province.

Key contacts are:

#### Canadian High Commission

Mr Bob Fournier  
*Counsellor (Commercial) — for investment*

Mr Peter Lilius  
*First Secretary, Immigration Division — for entrepreneurial immigration*

#### Canadian High Commission

Macdonald House  
1 Grosvenor Square  
London W1X 0AB  
Tel: 01-629 9492

## Major UK company reports Canadian investment paying off

In October, 1983, LASMO Exploration (Canada) Ltd, opened its doors in Calgary, Alberta. Since then, the company – a wholly owned subsidiary of

London & Scottish Marine Oil PLC – has gone from strength to strength.

Commenting on the company's decision to invest in Canada, LASMO's chief executive, Christopher Greentree, says, 'We entered Canada because we perceived that investments for oil discovery in Alberta and Saskatchewan were attractive in the short term, and because we thought the overall economics would further improve with a change in the federal (then Liberal) government.'

The company's expectations have since been fulfilled. Canada has become one of its fastest growing areas of investment, following the repeal of the National Energy Programme and its replacement by the Western Accord, as well as the changes in royalty structures that have taken place in Canada's three western provinces.

As a result, the company's investment of some \$50 million is paying off.

In 1985, LASMO drilled approximately 75 development wells and 50 exploration wells. It already has 11 drilling rigs operating in Alberta and Saskatchewan with a drilling success rate of over 60%. Current net production is 635 barrels per day, and net oil reserves are 4.8 million barrels.

The company employs about 300 Canadians, and it feels that it has benefitted from the technological skills of its staff, and of its Canadian contractors.

Says Greentree: 'Calgary has an abundance of exploration and production expertise. It can meet all of our needs in Canada, and many of the needs of our company worldwide.'

LASMO has entered joint venture with a number of Canadian companies, including PetroCanada, Shell, Home Oil and Canadian Hunter. It has also formed a new company with the Ontario Municipal Employees Retirement Board, called Lasmer Resources Inc. Lasmer's objective is to acquire and operate Canadian oil and natural gas producing properties. Its initial funding was \$20 million. ♦

Photo courtesy of LASMO Exploration (Canada) Ltd



### investment in Canada

#### Alberta

Mr Paul King  
*Director, European Operations  
Economic Development*

Government of Alberta  
Alberta House  
1 Mount Street  
London W1Y 5AA  
Tel: 01-491 3430

#### British Columbia

Mr Geoff Artz  
*Manager, Trade and Investment Europe*  
Mr Don Marlatt  
*Business Counsellor*

Government of British Columbia  
British Columbia House  
1 Regent Street  
London SW1Y 4NS  
Tel: 01-930 6857

#### Nova Scotia

Mr Jack Holmes  
*Industrial Development Officer*  
Government of Nova Scotia  
Nova Scotia House  
14 Pall Mall  
London SW1Y 5LU  
Tel: 01-930 6864

#### Ontario

Mr Brian Donoghue  
*Director, Business Development Branch*  
Mr Terry Mason  
*Business Counsellor*  
Government of Ontario  
Ontario House  
13 Charles II Street  
London SW1Y 4QS  
Tel: 01-930 6404  
01-930 4400

#### Quebec

Mr Régent Lapointe  
*Economic Counsellor*  
Government of Quebec  
Quebec House  
59 Pall Mall  
London SW1Y 5JH  
Tel: 01-930 8314

#### Saskatchewan

Mr Alex Duffy  
*Trade Consultant*  
Government of Saskatchewan  
Saskatchewan House  
21 Pall Mall  
London SW1Y 5LP  
Tel: 01-930 7491

## Small company finds Canada offers big opportunities

Shackleton Engineering is a UK company incorporated in 1966 to manufacture all types of industrial gearboxes for a wide range of heavy industry. It sells its gearboxes throughout the UK, and also exports to Europe, the Far East, Middle East and North America.

Now, though, it is going one better, by building a manufacturing facility overseas — in Cut Knife, Saskatchewan.

A 12,000 square foot plant is being constructed there, to manufacture oil field pumping unit gearboxes. Initially, the plant will employ up to about 20 people; but the number of jobs is expected to climb to around 60 or 70 within three years.

Why did Shackleton opt for Cut Knife? According to Bryan Shackleton, the company's managing director in the UK, it was a matter of elimination.

Nearly all the products that the company was exporting to North America were oil field pumping unit gearboxes; it made sense to manufacture them there. Canada was chosen in part because of its

resource base and expanding oil and gas industry. Saskatchewan is close to the heart of that industry; and, as an added benefit to Shackleton, there is no other gearbox manufacturer in the province. And finally, the community of Cut Knife actively pursued the company's investment; and the local population greeted it with genuine interest and enthusiasm.

Says Shackleton: 'You have to make sure that you do your homework; investigate your project very thoroughly before you proceed, and in particular, check on the availability of materials.

'But always bear in mind that there is an immense potential for many industries in Canada. The Canadian people, in our experience, are very keen to be trained; they are good workers; and they are very reliable and loyal people to employ.

'If there is a market for your products in Canada, then don't hesitate. There are excellent investment opportunities there, and extremely helpful organisations to make your initial investigations easier. Also, you can apply for attractive grants and loans. ♦

Saskatoon, Saskatchewan,  
a growing business centre



## New immigration programme opens doors for business people

Canada has always welcomed entrepreneurs, but now it is laying out the welcome mat as never before. It has established an Immigration Business Development Section within its Immigration Division, and it has given the section a mandate to ensure that entrepreneurs, who are thinking of emigrating to Canada, receive quick, efficient and specialised immigration services that take account of their special requirements.

This questions-and-answers article — based on interviews with Canadian Business Development Officers — examines Canada's new entrepreneur programme, and shows how the programme might benefit you, if you are in a position to establish a business in Canada.

### *What new services is Canada providing for prospective immigrant entrepreneurs?*

We are trying to cut out the red tape and bureaucratic delays that are sometimes associated with immigration applications and provide a personalised service for the applicant.

A potential immigrant who wants to set up a business in Canada can phone or call at the Immigration Division and, without filling out any forms, talk to a visa officer who will informally evaluate their chances of qualifying under the entrepreneur program; provide them with advice on business opportunities in Canada; and put them in touch with provincial and federal government officials in London and in Canada, who will be able to provide further assistance.

### *What sort of people are you looking for?*

We are looking for experienced business people with the personal funds required to set up a business that will create employment for Canadians.

The level of funds required will depend on the business project. Most people who receive immigrant visas as entrepreneurs have over £100,000 to invest, and applicants with less than £50,000 are seldom successful. Business experience is also an important factor. We are looking for people with a successful track record in their own business or with equivalent managerial experience.

### *In the UK, much is being done to encourage the potential entrepreneur and thus the development of small businesses. Are there similar schemes operating in Canada?*

Yes, there are many similar schemes operated by federal, provincial, and local governments in Canada, and the immigrant entrepreneur would have access to these once he or she was established in Canada.

Small business is recognised as a key part of the Canadian economy. There is a federal Minister of Small Business. The Federal Business Development Bank has been set up to assist small business. And all the provincial governments have ministries dedicated to helping small businesses grow. The taxation systems also contain many incentives for small business.

### *Is every type of business encouraged provided it has the potential for creating jobs?*

Yes, provided the business plan is viable and the jobs created offer reasonable long-term prospects.



# • ENTREPRENEURS • CANADA



Canada 

Specialised immigration  
services are available for  
entrepreneurs

Manufacturing, new technology, and tourism-development projects are especially favoured. Small-scale retail businesses may not be encouraged if the business sector is already crowded and has a high failure rate.

That being said, the emphasis in evaluating an application is on the background and business experience of the applicant; we do not expect somebody with a successful track record in business to enter into a project that is not viable.

### *Which areas, geographically, do you consider offer the best prospects for the development of a new business?*

The different regions of Canada offer a range of special advantages and opportunities. The Atlantic provinces, though they suffer from the highest unemployment levels in Canada, are all experiencing good economic growth, buoyed by offshore oil and gas discoveries. Entrepreneurs will be especially interested in businesses relating to this sector.

Ontario and Quebec, the manufacturing heartland of Canada, have diversified economies that offer every sort of business opportunity. Manitoba, Saskatchewan, and Alberta are encouraging all types of small and medium sized businesses. And British Columbia's natural resources, combined with its climate and lifestyle, attract many entrepreneurs.

### *How do you define an entrepreneur?*

According to the Immigration Regulations, an entrepreneur is someone who intends (and has the ability) to establish, purchase or make a substantial investment in a business or commercial venture in Canada, which will make a significant contribution to the economy and which will offer job opportunities for one or more Canadian citizens or permanent residents.

Also, it is someone who intends (and has the ability) to provide active and on-going participation in the management of the business or commercial venture.

### *Are self-employed people covered by the programme?*

Yes. They are defined as people who intend (and have the ability) to establish a business in Canada, which will contribute to the economy or to the cultural and/or artistic life of Canada, but which will employ only the applicant.

This category would therefore cover people such as sports personalities, artists, members of the performing arts, farmers, operators of small businesses that certain communities may need, and so on.

### *How would an entrepreneur or self-employed person apply for emigration? What steps are involved, and how long does the process take?*

From the date of formal application, the whole process can take two to six months, depending upon individual circumstances.

When making a formal application, the entrepreneur is asked to submit details of his or her background in business, plus details of investment funds and business plans. At this stage the business plan need not be well developed; we would prefer to give applicants an early decision in principle, based on their background and funds, before they expend a lot of effort developing a business proposal.

In some cases, when an applicant has an outstanding track record and above average funds, conditional admission to Canada can be arranged. In this case the applicant would have up to two years to set up a suitable business.

A formal selection interview with an immigration officer is arranged, usually about one month from receipt of the application. At the interview, we are usually able to advise applicants whether they appear to meet the programme requirements. If the decision is positive, the business proposal is then referred to officials of the province of destination for their comments. At this stage, applicants who have not formulated concrete business plans are encouraged to make exploratory trips to Canada and will be assisted in arranging appointments with appropriate officials in Canada.

In the case of Quebec, which has an agreement with the federal government on immigrant selection, officials of the Quebec Immigration Service make the immigration selection decision. The other provinces simply provide advice on whether the application fits in with their business development priorities and whether the proposal appears to be viable. All applicants must also pass federal medical and background checks.

*How many entrepreneurs have emigrated to Canada under the new programme?*

In 1984, a total of 2,094 entrepreneurs and self-employed people were guaranteed visas. They transferred an estimated \$817 million to Canada, and created 8,271 jobs for Canadians.

*Was 1984 the first full year of the entrepreneurial programme?*

Yes. The programme was started in January of that year, but it is now being expanded. In January, 1986, the programme will include a new category, which we call the 'investor' category.

For our purposes, investors are people who have a proven track record in business, and have a personal net worth of \$500,000 or more. They are required to make an investment in Canada of at least \$250,000 for a minimum of three years, in a project which has been assessed by the province concerned as being of significant benefit to its economy, and which will contribute to the creation or continuation of employment opportunities for Canadian citizens or permanent residents.

Each investment proposal requires government support. Applicants in the investor category have three investment options for their funds. They may choose to invest in:

- a business or commercial venture;
- a privately administered investment syndicate, supported by the province in which the syndicate will make investments; or
- a government-administered venture capital fund, targeted to business development.

*So there are now three main categories covered by the programme - entrepreneurs, the self-employed and investors.*

Yes. These three groups have been identified by the Canadian government as being of particular importance, because of the job opportunities that they can create. All three have a priority in the immigrant-processing system that is second only to family class members and refugees.

*Does that mean that Canada will be increasing the number of such immigrants that it accepts?*

Yes, it does. In order to send out a clear signal of the government's desire to attract business immigrants, the level for 1986-87 for business immigrants has been set at 4,000, an increase of 82% over the 1985-86 level of 2,200.

*Where is it possible to get more information on the entrepreneur programme?*

Prospective entrepreneur applicants should get in touch with the Immigration Business Development Section at the Canadian High Commission in London, telephone 01-629 9492, extension 534 (for address, please see inside front cover). ♦

**Federal and provincial officials will be in Glasgow, Manchester, Birmingham, Bristol and Norwich between February 10 and 21 for entrepreneurial immigration counselling sessions. Those interested in an appointment should call or write as indicated above.**

## British entrepreneur starts successful venture in Canadian market

One person from the UK who successfully entered Canada under the entrepreneur programme is Julian Hutchins, a 32-year-old Briton, born in Kenya. In his experience, the entrepreneurial programme is straightforward and has no unnecessary bureaucratic tangles - 'as long as you meet the main criteria by which you are judged'.

What are those main criteria? Hutchins identifies them as follows:

- You must be able to meet the conditions for entering Canada, which apply to any would-be immigrant. (This would include health and character checks).
- You must have a sound business idea. In Hutchins' case, that meant obtaining the Canadian rights to an electrolytic process - called Hypocell - for purifying water in swimming pools. What made the idea especially sound is that all other processes for purifying swimming-pool water in Canada are chemical-based. That means his process is unique, so he has a strong sales edge over his competitors.
- You must have a sound business plan, complete with balance sheet and projected profit and loss statements. Also, you must be able to demonstrate that you will be offering jobs to Canadians. In Hutchins' case, he was able to promise three jobs. In reality, he has been able to deliver four.

- You must also be able to demonstrate a financial commitment to your business venture. There is no minimum level of investment that is required, but it must be enough to show that you have the ability to put your business idea into practice. Hutchins took with him a total of \$120,000 - but that sum covered his personal investments as well as his business ones.

Hutchins says he opted for Canada because it has a lifestyle that is close to the one he was familiar with in Britain. Also, the US market is just next door, and since Hutchins has the rights to sell his process in the eastern US, he has plenty of room in which to expand, once his business is fully established in Canada.

In fact, his company - called Owl Associates Ltd - broke even after its first full year of trading, so Hutchins is already considering setting up a base in the US.

On the entrepreneurial programme that took him to Canada, he says: 'As long as you can put together a solid business plan, then it is a good route to follow. It's straightforward, without any unnecessary complications. And once you're accepted, there are no performance measures you have to live up to. Once you are in, you really are in.' ♦



# Business visitors to Expo 86 will get special attention



An illustration of the Canada Business Opportunity Centre planned for Expo 86

The Canadian government will be providing special facilities and services to help business visitors to Expo 86 enjoy a profitable and successful trip.

Visitors to Expo, who want to look into investment and business opportunities in Canada, will be able to go to The Canada Business Opportunity Centre (CBOC) and get the information they need from a staff of business specialists.

The Centre will be located at the Expo site in Vancouver, in the host Canadian Pavilion within Canada Place. It will be open from May 2 to October 13, 1986, and it will serve as the Canadian government's official business-information source at the exposition.

Some of the many services that will be provided through the Centre are detailed below.

## Investment in Canada

Potential foreign investors will be able to get investment information about all regions of Canada from the CBOC. Among the government departments and agencies that will have offices within the Centre are Investment Canada, the Federal Business Development Bank, and Employment and Immigration, which has responsibility for the Entrepreneurial Immigration Programme (see article elsewhere in this issue).

## Introductions and itineraries

The CBOC will arrange group or individual inspection visits to Canadian companies, manufacturing plants, airports, harbours, etc. Several industry associations and government agencies will also be offering packaged tours of these kinds of facilities.

## Sourcing of products and services

The Centre will be on-line to the Business Oppor-

tunity Sourcing System, which will allow visitors to source the goods and services produced by more than 20,000 Canadian companies.

This system will also provide information about federal government programmes and services.

## Liaison with provincial governments

CBOC staff will provide a means of contact with trade and industry representatives of all the provincial governments that have a presence at Expo.

## Help for foreign sellers

The Centre will give visitors an introduction to Canadian business associations that can help them make contact with Canadian importers. It will also offer assistance to visitors who want to investigate Canadian licensing agreements, or who are considering investing in Canada.

## Briefings

Individuals or business groups will be able to arrange for briefings on the Canadian economy or on specific industry sectors.

## Library service

A business library with reference books, directories and data on the Canadian economy will be set up in the Centre.

## Seminars and special meetings

CBOC staff will help to arrange seminars, meetings or receptions on behalf of visiting business groups.

Full details of the CBOC are given in a brochure called 'A Service for Business Visitors—Canada Business Opportunity Centre'. The brochure is available from the Canadian High Commission in London (see inside front cover for address). ♦



## Technology

### Canada/UK partnership launches novel entertainment experience

A British company and two Canadian firms have combined their capabilities to offer visitors to Toronto's CN Tower a novel entertainment experience.

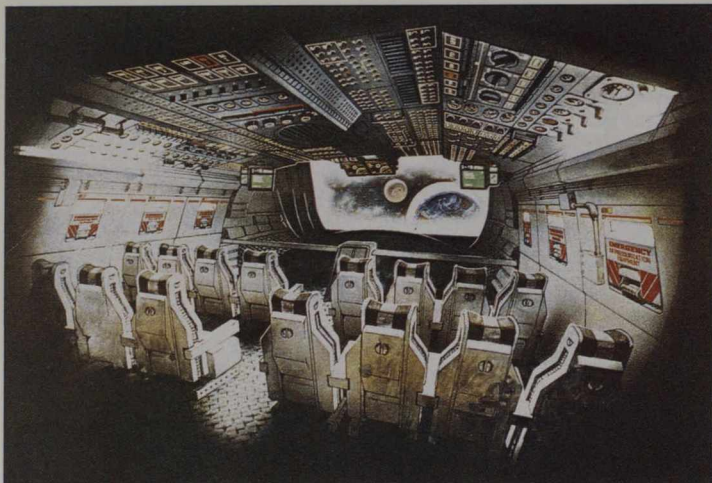


Illustration courtesy of Rediffusion Simulation Ltd

Rediffusion Simulation, a British company that builds aircraft flight simulators, and the Canadian firms of Maple Interactive and Helix Investments have joined forces to form Interactive Entertainments Inc. And together, they have developed and staged 'Tour of the Universe' – a show that is a computer-assisted marriage of flight-simulator motion and state-of-the-art pictures and sound.

'Tour of the Universe' is shown in a specially built 20,000-sq-ft multi-room theatre, which has been built beneath the CN Tower.

The set represents a spaceport in the year 2019, and people who go to the show are invited to imagine that they are boarding a return shuttle flight from Earth to Jupiter.

They are taken through an elaborate series of pre-departure procedures before they ride on one of the two British-built, 40-seat



Photo: Rediffusion Simulation Ltd

Exterior of the simulator showing the hydraulic legs used to give the theatre its simulated motion.

flight simulators and view a \$2-million, seven-minute film.

The CN Tower simulator is the first of a growing number of simulators which Interactive Entertainments Inc expects to be installed over the next few years at 20 sites in major capital cities throughout the world.

Moses Znaimer, president and chief executive of City-TV, Toronto, heads up Interactive, a company that is bringing to reality his idea of using space simulators to create unique entertainment experiences.

### Canadian company markets integration system

A Canadian company, Keyword Office Technologies Ltd, has developed (and is now marketing in the UK) a system that integrates previously incompatible word processors and also PC-operated word processing software.

Until now, document mobility within local and international business environments has been impeded by the lack of standards or common interfaces between word processing systems.

Now, the Keyword 7000 hardware/software system provides a solution to this mobility problem by facilitating integration of computer systems.

UK interest in the Keyword 7000 system is high and already the product is being used by Barclays Bank, British Aerospace, Jaguar Cars and British Petroleum.

Keyword's UK offices are located at Chesham House, 136 Regent Street, London W1R 5FA.

**Optical discs developed for use on micro computers**  
Geac Computer Corporation

Limited of Markham, Ontario, has developed one of the first optical storage interfaces for micro-computers. It allows personal computers to store and retrieve data from optical discs that are capable of storing more information than a large mainframe computer.

Doug Brooks, manager of optical disc systems at Geac, says that 'because it is a low cost, simple system, it will also allow businesses to experiment with optical disc technology'.

Called the Gig-Attach, the device consists of a small circuit board that attaches to a single personal computer. It contains the special software needed for a personal computer to emulate a terminal with MS-DOS operating software to access the optical disc storage unit. A single optical disc linked to the network can store up to two gigabytes (two billion bytes) of data.

Only one unit needs to be installed because it acts as a gateway, allowing all personal computers on a business local area network to be hooked up to it. Each unit retails for about \$1 195.

Geac, a manufacturer of mainframe computers for multiple transactions that require large storage systems, plans to develop a family of Gig-Attach products to work on a variety of personal computers. The first one is compatible with the PC/XT manufactured by IBM. Geac is also developing an interface for Unix operating systems that will allow any user of the popular software to use optical disc storage.

For more information contact Geac Computers Ltd, Park Lorne, 111 Park Road, London NW8 7JJ.

### Computer-run house gives glimpse of future

Tomorrow House Systems Inc of Richmond, British Columbia, is marketing what it calls a home security, monitoring and control system that is linked to a personal computer. The system will wake the residents up in the morning with a computerized voice, turn on appliances and run a complete home security network.

The basic package sells for about \$1 350, not including

installation and the cost of the computer itself. It is designed to perform a wide range of functions but still be affordable to the average homeowner, says company president James Finkleman.

After waking a person up in the morning, the system's synthesized voice can provide information ranging from time and temperature to reminders of appointments or special dates. It can then turn on bedroom lights to a low level, bringing them slowly up to normal to give the eyes time to adjust. By the time one enters the kitchen for breakfast, the coffee could be made and the bacon sizzling in a pan on top of the stove.

The Tomorrow House system can also automatically set the thermostat in the house at various levels to ensure the boiler or air conditioning will be on when required.

Hooked up to a burglar alarm, the system can sound an alarm, turn on all the lights in the house and record the time of any attempted break-ins. In addition, the system can be connected to a smoke alarm in order to light exit routes if a fire breaks out.

More elaborate systems are also available. The basic package can be customized to carry out almost any function the homeowner desires, Finkleman says 'There's no end to it. It depends entirely on your imagination.'

A few of the other possibilities include adding light sensors that will open and close curtains according to the amount of sunlight, and moisture gauges to turn the sprinklers on when the lawn is dry.

### New car phone launched in UK market

A new range of cellular telephones, manufactured by the Canadian company, NovAtel, has been launched in the UK by the Carphone Group of Companies.

Designed and engineered at NovAtel's research and development laboratories in Calgary, Alberta, the new phone – NovAtel 2982 – offers several unique features, such as two-line, 16 character alpha-numeric liquid crystal display, patented hands free operation, and a variety of user

friendly software functions.

The new products will be manufactured in dedicated cellular telephone plants in Montreal, Quebec, and Lethbridge, Alberta.



More information on this new telephone is available from NovAtel Carphone, Vallis House, Vallis Road, Frome, Somerset BA11 3EG.

### Laser light increases computer's capacity to think

Alex Szabo, a physicist with the National Research Council (NRC) in Ottawa, has developed and patented techniques, which some consider could revolutionize the computer industry and create a business worth billions of dollars within the next decade.

His discovery, 'optical hole-burning', may be used to construct a powerful and sophisticated computer memory.

While the earliest computers worked only with numbers, computers today listen to language and shuffle text. At their deepest level, however, even their 'non-numeric processing' capability still uses numbers.

The 'fifth generation' machines of tomorrow will not seem like mathematical drudges to their users. Such machines will be asked to reason, to learn, and to perform billions of operations at incredibly high speeds. User-friendly abilities will include comprehending and translating spoken languages, and reading maps, photographs and handwriting.

Researchers are agreed that fifth generation computers will almost certainly rely on innovative computer architecture known as 'parallel processing.'

The present dominant design is 'von Neumann architecture', named for mathematician John von Neumann who described it near the end of the Second

World War. In the von Neumann approach, data and instructions must flow between a computer's central processor and its memory along a single channel. This single channel creates a bottleneck, which limits the computer's speed and capacity.

In parallel processing, on the other hand, many processors, each with its own memory channel, operate simultaneously on various parts of a problem.

Dr Szabo is one of many experts who suggest that the complexities of full parallel processing may pose intractable problems for computers based on electronic circuitry, and that optical computers where beams of light replace circuits, may be the only feasible way of building such advanced capabilities.

For Dr Szabo, his powerful optical memory is the first clear demonstration of this potential, and promises to provide the storage capacity required by parallel-processing architecture.

His invention is based on the fundamental physical properties of matter and light. At the atomic level, the interaction of light and matter is complicated. An atom can be considered to consist of a nucleus surrounded by electrons in discrete orbits or energy levels. If an electron is given the precisely correct amount of energy, it will jump to a higher energy level, absorbing the activating energy in the process. It is, however, unstable at the higher energy level. When it falls back to its ground state or original energy level, it gives off the energy it absorbed in the form of light. The precise frequency of this light will depend on the difference between the two energy levels.

Dr Szabo's optical memory relies on these basic physical principles of the electromagnetic spectrum and of atomic absorption and emission.

Within the past couple of years computer memories have taken a leap in storage capacity, with the introduction of video discs. These can store about 100 times more data per square centimetre than magnetic media. But even this most advanced of current storage technologies pales in comparison with the capacity of as much as 1 000 trillion bits per square

centimetre made possible by Dr Szabo's invention.

According to Dr Szabo, 'this memory will be as much as a million times bigger than conventional memories and will undoubtedly completely change the computer game'.

Dr Szabo predicts that computers with such memories will eventually be impossible for humans to program. They will require the development of a true learning algorithm or self-programming capability. And such computers, he says, will be the first true examples of artificial intelligence, of machines with the ability to learn from experience as humans do.

### Offshore Europe '86 exhibition

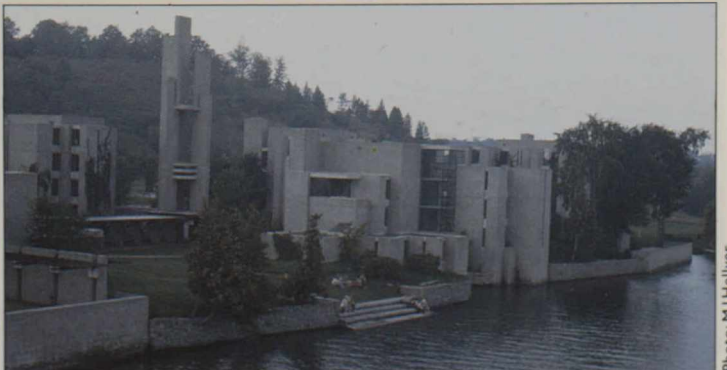


H. E. Roy McMurtry, Canadian High Commissioner, (left), greeted the Rt. Hon. Margaret Thatcher and Mr George Band, Director General, UK Offshore Operators Association, at the Canadian booth at the Offshore Europe '86 exhibition.

### Events

#### Trent University to host UK/Canada colloquium

September 1986, is the month that has been set for the next segment of a series of colloquia that were started in 1971 to explore different aspects of Canada/UK relations.



Trent University campus in Peterborough, Ontario

The next colloquium will be held at Trent University, Peterborough, Ontario, and is expected to attract academics, business people, government personnel and media from the UK and Canada.

For more information contact Michael Hellyer, Academic Relations Officer at the Canadian High Commission (see inside front cover for address).

### Culture

#### Canada/UK launch actor exchange scheme

Canada and the UK are hoping to open the way for exchanges of young actors through the introduction of a scheme that will allow six Canadian and six British performers to work in the regional theatres of the other country every year.

The scheme, developed by Canadian Equity and its British counterpart, is an attempt to give young or relatively inexperienced actors the opportunity to learn from working in another country without affecting anybody else's employment.

Normally, it is only stars who can move relatively freely between countries. The Anglo-Canadian scheme is revolutionary because it gives opportunities to people who would not normally be invited to work abroad.

To qualify, actors must have been members of their respective unions for less than five years.

The exchanged performers will be offered six-to-ten week contracts at not less than the host country's minimum union rate.

Their air fares and some out-of-pocket expenses will be met from a fund established by the two unions.

## Travel

### Free travel film series shows off Canada

Anyone interested in finding out more about the latest travel and tourism opportunities that Canada has to offer will be able to satisfy his curiosity at a new series of travel-film screenings, which has been organised by the Canadian Travel Film Library in London.

The screenings, which are free of charge, will be held in the cinema at Canada House, Trafalgar Square. A tourism representative will be on hand to answer any questions. Travel brochures and other literature will also be available.

Each screening will last from 18.30 to 21.00, but the cinema will be open from 18.00. The dates and programmes for the screenings are as follows:

January 8 and 14, and February 5:  
*Canada, A Holiday In Pictures;*  
*Wish You Were Here;*  
*Bonjour Quebec;*  
*Awaken To Alberta;*  
*This Is The Place;*  
*Saskatchewan;*

*Faces, Places, Memories;*  
*Summer's Edge.*

January 9 and 15 and February 6:  
*Canada, A Holiday In Pictures;*  
*Nova Scotia Horizons;*  
*'... and God Created Summer!'*  
*Faces Ontario;*  
*Big Friendly;*  
*Calgary, Come Celebrate;*  
*The Big Country.*

The Canadian Travel Film Library offers a wide selection of colourful films and video cassettes

on cities, regions and activities right across Canada. These films may be borrowed free of charge from the following locations:

*Canadian Travel Film Library*  
*1 Grosvenor Square*  
*London W1X 0AB*  
*Tel: 01 629-9492*

*The Scottish Council for*  
*Educational Technology*  
*Downhill*  
*74 Victoria Crescent Road*  
*Glasgow G12 9JN*  
*Tel: 041-334-9314*

*Welsh Office Film Library*  
*Crown Building*  
*Cathays Park*  
*Cardiff CF1 3NQ*  
*Tel: 0222-825639/41*

## Trade

### World Trade Centre development moves ahead

Development of Toronto's ambitious \$400-million World Trade Centre on the city's waterfront should begin this spring.

The project, which is being handled by York-Hannover Developments Ltd, consists of, office, residential and retail facilities. It will be built on a 7.3 acre site that belongs to the Toronto Harbour Commission.

Three, 30-storey office towers and two residential towers containing 400 luxury condominium units are planned, as well as two major open spaces that will house a swimming pool, running track, tennis court, health club, reflecting pool/ice rink and a large roof garden.

It is expected that the office facilities will accommodate companies involved in international trade and possibly government trade agencies.

## Investment

### Opportunities Canada Conference planned for March, 1986

The Opportunities Canada Conference will take place in Toronto, Ontario, on March 12, 13, and 14, 1986.

The purpose of this conference is to present Canadian investment opportunities to international investors. Also, to give them information on the current social, economic and political environment in Canada.

This will be done in presentations given by Canadian business and government leaders; at private dinner parties hosted by Canadian business executives; through publication of an Opportunities Canada Catalogue (a detailed guide to what investments are available); and at the conference's Business Exchange.

The Business Exchange will consist of around 100 exhibits from Canadian business, government and government agencies.

Conference delegates will be able to visit the exhibits that interest them and discuss the specific investment opportunities that are available.

The Opportunities Canada Conference will be of particular interest to anyone who is

considering investing in Canadian enterprises, or who manages portfolios with investments in Canada.

For more information please contact: Bob Fournier, Canadian High Commission (see inside front cover for address).

### Canadian stock purchases on the increase

Foreign investors are buying Canadian stocks again. The latest figures from Statistics Canada show that the net capital inflow from foreign investment in Canadian equities in the first six months of 1985 totalled \$468 million.

During this period, there have been steady net gains in foreign purchases of common and preferred shares, reversing the net outflows of the previous four years.

Although the buying is not large compared with the late 1970s, it does demonstrate a renewed interest in Canadian stocks by foreign investors.

## People

### Plaque unveiled to commemorate John Buchan

A plaque has been unveiled at Queen Mary Avenue in Glasgow to commemorate John Buchan, the author who became Governor-General of Canada 50 years ago.

Best known for his novel 'The Thirty-Nine Steps', Buchan was a serious historian and biographer as well as a successful author.

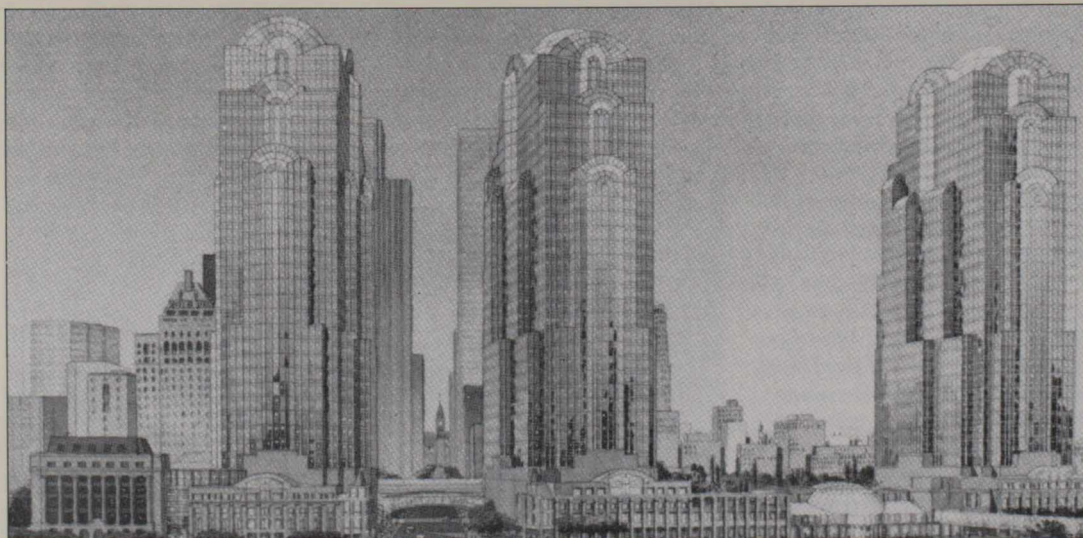
He lived at Queen Mary Avenue from 1888 until 1895 and attended the University of Glasgow before going to Oxford.

He assisted Lord Milner in South Africa, practised law for a short period, and during World War I was Director of Information.

From 1929 until 1935 he was MP for the Scottish Universities, and during that period was twice Lord High Commissioner to the General Assembly of the Church of Scotland.

In 1935, he was made Lord Tweedsmuir.

The plaque was unveiled by his son, the second Lord Tweedsmuir. It was made available through the City of Glasgow District Council at the suggestion of the John Buchan Society.



Artist's rendition of the redesigned \$400 million World Trade Centre development on the Toronto waterfront.

# The National Research Council – what it is and what it does

The National Research Council (NRC) is Canada's largest and most diversified research and development organisation. It carries out a wide range of both basic and applied research, undertakes studies on topics of national concern, and provides laboratory support in areas of technology important to Canadian industry. It manages several industrial development programmes, runs major national facilities for the Canadian scientific community and is responsible for making scientific and technical information accessible to Canadians.

The NRC operates 16 research divisions, named to reflect the areas in which they specialize. The laboratories span Canada from the Atlantic to the Pacific.

The Council operates the Institute of Marine Dynamics in St John's, Newfoundland, the Atlantic Regional Laboratory in Halifax, Nova Scotia, the Industrial Materials Research Institute in Boucherville, Quebec, and the Biotechnology Research Institute in Saskatoon, Saskatchewan; the Tri-University Meson Facility in Vancouver, British Columbia, is run on behalf of NRC by the Universities of British Columbia, Victoria and Alberta, and by Simon Fraser University in Burnaby, British Columbia.

Several other divisions of NRC are located in Ottawa. They include: Chemistry; Physics; Biological Sciences; Mechanical Engineering; Building Research; Electrical Engineering; the National Aeronautical Establishment; the headquarters of the Herzberg Astrophysical Institute; and the Canada Centre for Space Science.

## **NRC eases the transfer of technology**

Both short-term and long-term projects are conducted in NRC laboratories. Short-term research aims at immediate applications and focuses on clearly delineated problems in selected areas. The aim of NRC's long-term research is to extend the frontiers of knowledge and to expand the technological base of Canadian industry.

When projects are ready to be exploited by industry, NRC eases the transfer by providing funding, staff expertise and special facilities.

A company needing funds to exploit a good research idea can get help from NRC. Canadian companies can also use the services of NRC field offices from coast to coast. They provide companies with the latest technology to help solve their industrial problems.

The NRC's industrial support programmes have made a substantial contribution to the economic and social development of Canada by increasing sales and reducing costs for industry.

When it was formed in 1916, the NRC was a council of 11 advisers which, several years later, acquired scientists, laboratories and research projects. Today, it is a federal agency governed by a council comprising a president and 21 members appointed by the federal Cabinet.

Members of the current council, who represent all regions of Canada, have a three-year mandate to provide over-all guidance and direction to the policies and research programmes of NRC. They come from industry, university and governments, and

constitute an impartial group of scientific and management experts.

Members of council also serve on NRC's Associate Committees – another of the wide variety of mechanisms that NRC has traditionally used to make external advice available in selected areas of science.

The NRC Associate Committees provide an effective means of co-ordinating scientific activities across the country and contributing to the exchange and dissemination of scientific knowledge.

Recently, two new committees were created. An Associate Committee on Biotechnology which advises NRC in its efforts to define its policies in that field. And an Associate Committee on the Occupational Applications of Ergonomics Research which will promote the knowledge and application of ergonomics – an emerging discipline aimed at maximizing human well-being and performance in various settings, particularly the work environment.

The NRC currently has 25 Associate Committees with over 50 attendant sub-committees, task forces and standing committees, involving over 1000 scientists and engineers from across Canada.

## **NRC and its links with Canadian industry**

Industrial research is the backbone of economic growth. NRC has long been a close partner with Canadian industry, operating programs aimed at the diffusion of technology so that firms can take advantage of innovations through improving their own research and development (R&D) capability and through the transfer of technology from Canada and foreign sources. NRC's Industrial Development Office has as its goal the provision of formal programs and channels for interaction between NRC and industrial firms and, in particular, to generate and apply technical know-how and information in Canadian industry. Among the major elements of the Industrial Development Office are the Industrial Research Assistance Program (IRAP) and the Program for Industry/Laboratory Projects (PILP).

## **Technology Transfer Programme offers opportunities for UK firms**

Research and development are fundamental to economic growth. Because of this importance, the National Research Council of Canada is committed to working with industries in Canada and around the world to make sure that new technology is diffused effectively, and that Canadian firms take full advantage of major innovations.

It is the NRC's Industry Development Office (IDO) that provides formal programmes and channels for interaction between the Council and industrial companies.

In implementing its Technology Transfer Programme, the IDO employs 150 Industrial Technology Advisors (ITAs), who are located across Canada. The ITAs work not only in the NRC's own

offices, but also in provincial research organisations, research institute and consulting engineering companies.

This wide distribution of Advisors is deliberate and highly beneficial. It ensures that the Council is always in touch with a broad range of both formal and informal knowledge networks.

Part of the work of the Advisors is to pay regular visits to manufacturing companies to see if they need help with any technical problems. If they do, the companies are invited to submit, through the NRC, a Request for Technology.

This Request sets the NRC's wheels in motion – both nationally and internationally – to discover if, and where, the needed technology can be found.

One of the main ways that this search is carried out is through NRC participation in technology showcases, such as the Barclays Bank Techmart, which is held in the UK each year.

Requests for Technology are presented in an abbreviated form on posters at the NRC booth at such events. They are also published in book form and distributed at technology showcases. NRC advisors are on hand to provide the details of the technology that is requested, so that industrialists attending

these shows can have their enquiries answered without delay.

The NRC is also taking the initiative in stimulating transfers of technology through the technical missions it organises jointly with the Trade Development Division of the Canadian Department of External Affairs.

A target technical area and an appropriate country for the mission is selected through discussions among the NRC, the Department of External Affairs and appropriate federal, provincial and industrial organisations. A mission team is built up, and this team visits target industries in the selected country. After the mission returns, its members follow up to facilitate resultant technological transfers.

It is by means such as these that Canada is approaching the task of acquiring new technology from abroad. The NRC in particular, through its Industry Development Office, is now playing an important role in international technological networking. UK companies interested in finding out more about Canada's technology requirements should contact Donald Crosby at the Canadian High Commission in London (see inside front cover for address and telephone number). ♦

## Canada displays its wares to UK travel buyers

Canada has always been a popular destination for travellers from the UK, many of whom go there to visit friends and relatives and to see some of the country at the same time. But now, Canadian tourism suppliers are working together to develop another part of the tourism market from the UK – the growing corporate and association meetings and incentive travel sector.

More than 300 of the major corporate and association meeting and incentive travel planners in the UK will soon be invited to a sample of the brightest and best travel opportunities that Canada has to offer.

On February 25th in London, Tourism Canada, Canadian provincial tourism bodies and private sector travel suppliers will co-host this year's Contact Canada marketplace.

*A glimpse of western life can be a unique part of the Canadian incentive travel experience.*



As its name suggests, this event is designed to put prospective buyers of Canada's travel products and services in touch with the sellers of Canada's ever-growing tourism industry.

This year, visitors to the marketplace will be presented with information on three of Canada's many faces. These are:

- the new world of sophisticated Canadian cities, convention centres and state-of-the-art accommodations;
- the old world of Canada's ethnic heritage; and
- the "wild" world of the Canadian great outdoors.

Prospective buyers will be given ideas on how they can use these different aspects of the Canadian travel experience to create successful and memorable trips to Canada for their groups.

They could, for example, stage their own mini-Calgary stampede; plan a fishing derby with an outdoor salmon barbecue or lobster fest; or have their own lumberjack festival.

Some planners have chartered a steam train to take their groups to a gourmet picnic set by a waterfall; while others have taken advantage of the wide variety of ethnic restaurants that add spice to so many Canadian cities. They have planned a moveable feast – a dinner that features different ethnic specialties and is eaten course by course at different ethnic restaurants.

These are the sorts of novel ideas that group travel planners will be able to discuss at Contact Canada. As well, they will be able to get all the essential facts they need about the direct flights from the UK, ease of entry into Canada, and the ready availability of first-class accommodations that are of vital importance to the success of incentive trips and meetings. ♦

# New exhibition displays work of women artists

**Sylvie Bouchard**  
Partial view of installation at  
Appart'Art Actual Gallery,  
1984,  
oil on varnished plywood

Artistes Canadiennes/Canadian Women Artists is an exhibition that brings together the work of four women – Sylvie Bouchard, Susan Scott, Shelagh Alexander and Tomiyo Sasaki.

Painting, photography and video are the media they use. However, none of the women produces pure painting, formalist photography, or straight forward video.

They each use their chosen media in novel and inventive ways. This forces the viewer to look at things, that are normally taken for granted, in a new light.

**Sylvie Bouchard** was born in Montreal, in 1959. She studied visual arts at a college in Montreal and then at the University of Ottawa.

Her latest works consist of a series of installations formed of wood panels, which are varnished and painted with oils. These panels form routes for the spectator, who is led from one to the next. This notion distorts the traditional way of viewing a painting, since it forces the spectator to move, rather than to stand still and look.

Sylvie Bouchard's installations are inspired by the iconography of Renaissance. Streets, ladders, stairs and illuminated lanterns are the recurring figures she uses in her installations. These forms lead into fictional places, which contrast with the real places they purport to represent.

One of Sylvie Bouchard's latest installations is called *l'Observatoire des mille lieux* (1985) (The Observatory of a Thousand Places). As with much of her other work, a single point of view is impossible. The perspectives are distorted, the images doubled and sometimes reflected, and 'holes' suddenly open up and lead into different images and other places.

Although **Susan Scott** uses a more conventional format in her painting, she, too, alters the codes of pictorial tradition.



She was born in Montreal in 1949, graduated from high school at 15 and went to the Pratt Institute in New York. Until 1972, she studied at the Institute and six other art schools in the United States and Canada.

In 1980, she returned to Canada to teach painting. Now she lives in Montreal and lectures at Concordia University.

Her latest series of paintings are called *Are you really looking for me?* and *So you don't think this happens to other people?*

In one painting of the series *Are you really looking for me?* (No 8), Susan Scott has painted a telephone standing on a bright blue carpet beside an unmade bed. The presence of the person who has just got up can still be felt. The drama of a telephone conversation, or the distress of waiting for a call must (and can) be imagined. So the spectator is asked to complete the picture for himself.

The tension is accentuated by the composition, in which the bed forms a diagonal forcefully crossing the painting; by the working of colour; and by the whiteness of the crumpled sheets contrasting with the dark masses of the green cover and the blue carpet.

The pictures in this series are surrounded by a wide, white border in which is written the title phrase. These borders resemble those of a polaroid photograph, whose seizing of a fleeting moment is captured in the composition.



*Are you really looking for me?*



*So you don't think this happens to other people?*

**Susan Scott**  
Sixth in the series  
*Are you really looking for me?*,  
1985, oil on canvas,  
82 x 120 cm



Photograph courtesy of The Ydessa Gallery

**Shelagh Alexander**  
*Loonytoon*, 1984,  
black and white  
compilation photograph,  
101 x 254 cm

Whereas Susan Scott's works start out from a totally imaginary fiction, the works of **Shelagh Alexander** do just the opposite.

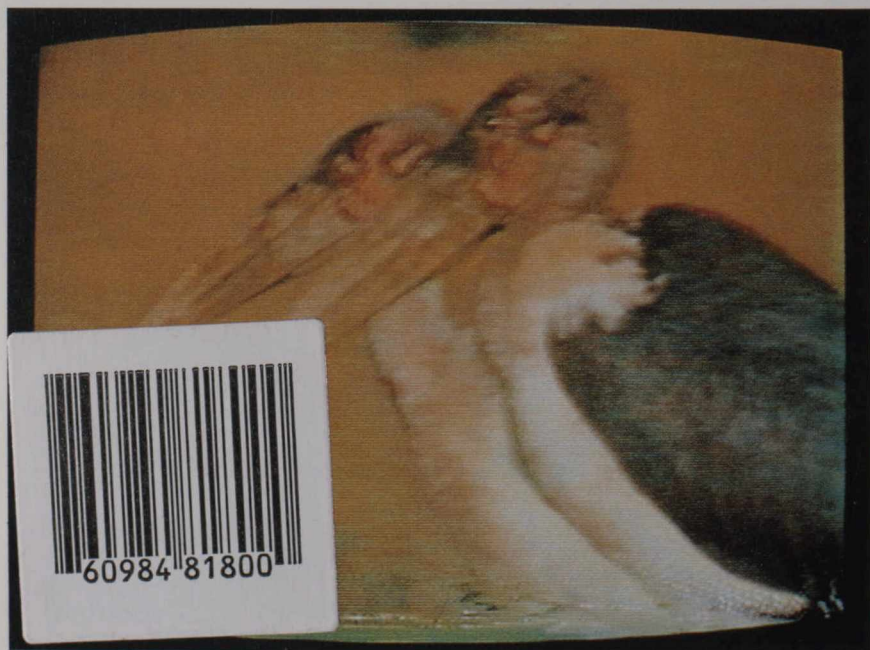
Her photographic compilations are made up of images found in the family photograph album or in cinema history.

Shelagh Alexander was born in 1959. She attended York University and the Ontario College of Art in Toronto, and graduated from the College in 1981.

The photographs she uses seem familiar to the spectator. They are part of the collective subconscious of a common world where bits of photographic images float. And they show scenes that we all think we've seen before.

Thus, in a series of her compilations where family album photographs are used, it is easy to identify

**Tomio Sasaki**  
*Aviary Species in Soda Soup*,  
1981/82, video installation



the main figures – parents and children, posing according to their expected social roles.

However, the process of compilation produces one single impression out of the many familiar ones, and in doing this, it changes the messages that the individual ones seem to convey. It therefore creates a completely new image from a series of accepted images, and this causes us to re-examine the images in a critical way.

The montage technique used by **Tomio Sasaki** – and characterised in her work, *Aviary Species in Soda Soup* – is comparable with the technique used by Shelagh Alexander.

Tomio Sasaki was born in Vernon, British Columbia, in 1943. She studied at the Alberta College of Art, the San Francisco Art Institute and the California College of Arts and Crafts. She now lives in New York.

*Aviary Species* is an installation made up of nine monitors showing three videos simultaneously. These tapes document the activity and behaviours of different types of birds from Lake Nakuru in Kenya.

One after the other, images of various group formations, in flight and on the ground, cross the screen along with close-ups of smaller groups of individual birds.

These movements are reproduced in the editing, three, four or five times, so that each tape is made up of short repetitive sequences. This is very different from the usual documentaries, which show the spectator the complete story of a bird's life as totally self-contained.

Two languages confront each other, those of biology and technology. And a great tradition – the nature documentary – is examined. Tomio Sasaki confronts this tradition by revealing the presence of the tool, which interferes between what is real and what is representation.

Artistes Canadiennes/Canadian Women Artists will take place from January 15 to March 25, 1986, at Canada House Cultural Centre Gallery, Trafalgar Square, London. ♦