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# Business

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*May is Canada Month in Hong Kong with the territory hosting Canadexpo '84, the largest trade show ever mounted here by a single country and one of the largest exhibitions ever staged by Canada. The governments of seven provinces will have an official presence at the exhibition and more than 100 Canadian companies, overseas subsidiaries and agencies will be taking part. Before, during and after the exhibition a variety of Canadian cultural events, ranging from ballet performances to a food festival, will be staged at various venues around Hong Kong. This special issue is devoted to Canadexpo '84 with particular emphasis being placed on what Canada has to offer to Hong Kong, the People's Republic of China and the countries of S.E. Asia both in products — as diverse as foodstuffs and computers — and in expertise.*

## COVER STORY

# Canada Awakens to the Dawning of the Pacific Era

By Andrew Tanzer

## 主題

Responding to the twin forces of opportunity and necessity, Canada is demonstrating that it is a Pacific as well as an Atlantic nation. Although a bit tardy, the North American country has finally awoken to the dawning of the Pacific era, and is quickly manoeuvring to share in the economic dynamism and prosperity of Pacific Rim nations. Symbolically, last year Canadian trade with Asia eclipsed that with Europe for the first time.

The goal of boosting shipments to the Pacific Basin has been enshrined in the



global trade strategies of Canada's government and private sector, with Ottawa identifying many of the countries in the region as "priority export markets."

A steady stream of trade missions, many led by provincial premiers, has passed through the Far East. "I've been here 33 years and I've never known a time when Canada was more actively promoting trade, services, tourism and investment," remarked J.D. McGregor, Director of the Hong Kong General Chamber of Commerce.

# 加拿大·香港

The Asia Pacific Foundation of Canada, conceived at the first Pacific Rim Opportunities Conference in Vancouver in 1980, will soon be born. Underwritten by private industry and the federal and provincial governments, the institute will work to promote economic, social and cultural relations between Canada and Asia.

Provincial governments have also joined the act. In Hong Kong, for instance, Ontario, Alberta and Saskatchewan have opened offices, and Quebec has said it will follow suit soon.

But successful penetration of markets in the vast and culturally diverse region will turn more on efforts of private industry than those of trade commissions or provincial offices. Companies must establish beach-heads, whether by opening sales offices or locating energetic agents.

"The (Asian) market is relatively distant from Canada, but the rewards are here for consistent, conscientious and competitive companies," said John Treleaven, Canada's Senior Trade Commissioner in Hong Kong. The Commission plays a particularly important role in assisting small and medium-sized firms which lack the financial muscle to invest much in marketing.

Some of the pioneers, such as Inco, Alcan, Bata, MacMillan Bloedel and the big banks are already reaping rewards. Alcan, for example, which set up a trading office in Hong Kong 27 years ago, registered sales of US\$423 million in Asia in 1983. "Alcan has very definitely seen itself as part of Asia," commented Caryl Birkett, Managing Director of Alcan Aluminium (Asia). The multinational opened a smelter in British Columbia in 1967 partly to supply Asia.

The overall trade statistics portray a startling trend: from 1970 to 1983, exports to the Pacific Rim rocketed seven-fold to more than C\$9 billion, treble the growth rate of Europe-bound shipments. Indeed, exports to Europe have actually declined in recent years, including a 15% drop in 1982 alone.

## Momentum

Trade with Japan, which overtook Britain as the second largest partner during the 1970s, is now more than double that with Britain. Building on this momentum, Canada would like to diversify the mix of its exports to the region: manufactured end-products account for just 14% of shipments and Japan takes half of all exports to Asia.

Penetration of the rapidly expanding Pacific Rim markets is of vital importance to the Canadian economy. Exports generate 30% of the country's gross national product (GNP), up from 20% in 1965, and some two million jobs. Traditionally, Canadian exporters have looked south to the colossal US market, which still takes 65 to 70% of shipments, and to Europe, where most Canadians trace their roots.

But in the 1970s and early 1980s trade with these two markets slowed due to their lower economic growth. At the same time, the focus of world economic vitality shifted to the Pacific Basin, with a number of countries there chalking up average annual real GNP growth rates of 8 to 10% and most hurdling recessions with scarcely a hiccup.

The current vigorous US economic recovery notwithstanding, many economists are gloomy about prospects for North Atlantic economies for the rest of the decade, while almost to a man they are confident that most of the Pacific Rim economies will retain their vitality and buoyancy.

Canada's western provinces, especially British Columbia and Alberta, were the earliest to take note of these trends and they account for a disproportionate amount of Canadian investment and exports to the region.

Canadian businesses are increasingly setting their sights on Asia, but it will be difficult to wean themselves away from the American outlet. Exporters have been spoiled by the "easy" market to the south, with which Canadians enjoy a common language, culture and business environment.

## Aggressions

Penetrating the Pacific Rim markets involves higher costs, more work and, crucially, more patience. Canadian companies must be more aggressive; they have already spotted a lead to the Americans and to the Japanese, who have seemingly converted former colonial aggressions in the region into energy in commerce.

Canada has already made its mark in the area with its wealth of commodities — timber, pulp and paper, grains, copper, nickel, aluminium, potash, sulphur, asbestos, coal and uranium — but marketing of non-commodities is a tougher nut to crack. Its technology in telecommunications, electronics, aviation, transportation, mining and energy equipment, and consulting engineering is first-rate, but not enough of an effort has been made to sell in Asia.

Asians are not fully aware of what Canada has to offer. "China perceives Canada as a big mine and farm," said Edward Lipman, Canada's Hong Kong-based Trade Commissioner for South China. "They don't perceive it as a producer of technology."

Lacking the global intelligence network of Japan's *sogo shosha*, or the long-time presence of American multinationals, Canadian firms must quickly learn more about the region's markets and establish a presence. Some observers say exporters should be willing to absorb losses at first to penetrate the markets.

Already some 50 Canadian firms have opened branches or subsidiaries in Hong

Kong and 250 more have found agents or distributors there. "If you're big enough, you should open an office, or before that find an agent to feel out the market," suggested McGregor. The chamber of commerce head also recommends that Canada dispatch hard-selling, chamber of commerce-oriented trade missions to supplement the official trade delegations which have come to Asia so far.

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***"Companies must establish beach heads, whether by opening sales offices or locating energetic agents."***

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If it is good will the trade missions are after, then the trips to the other side of the globe are probably unnecessary — Canadians are already popular and well-liked in the region. This is in part for personal reasons — they are regarded as warm and friendly and scrupulous in doing business — and partly for political factors.

The Canadian government, unlike its American neighbour, has maintained a non-interventionist foreign policy and, like the US, relatively liberal immigration and trade stances. Canada happily lacks the colonialist history in Asia of Japan, Britain, France, the Netherlands and the US.

Nowhere in Asia is Canada's profile higher than in Hong Kong. The North American nation has long been a favourite destination for students and emigrants from the British territory. Most of the 300,000 Canadian citizens of Chinese descent hail from Hong Kong; in 1982 to 83, 16,000 more left for greener grass across the Pacific. As of December 1983, 17,386 Hong Kong students were in Canada, or about 36% of all students abroad. The territory plays host to 13 alumni associations of Canadian universities.

The "people connection" has helped boost tourism. In 1983, 46,371 Hong Kong Chinese tourists traveled to Canada, up 17% on 1982 and making the city-state Canada's second leading tourist market in the region after Japan. Arthur Fraser, Canada's Trade Commissioner for Tourism in Hong Kong, forecasts 10% growth this year. While most tourists go there for the "great outdoors", Chinese tend to visit urban areas with large Chinese populations such as Vancouver, Calgary and Toronto to see relatives and friends. CP Air and Cathay Pacific Airlines will each add a third weekly flight between the two countries this June.

The long connection, stable politics and an open economy have made Canada a preferred investment outlet for Hong Kong Chinese. This point has been driven home during the current period of political

uncertainty in the colony: over the last 15 months, according to Canadian government figures, Hong Kong residents have pumped C\$2.3 billion into Canada, mostly into property. Hong Kong businessmen have traditionally put their money into property assets there, which are relatively easy to manage from a distance.

While Canadian exporters have just recently realised Hong Kong's merits as a market and as an ideal site for regional trading and marketing headquarters, Canada has been one of Hong Kong's six or seven principal export markets for 25 years. Indeed, in 1983 Canada suffered a C\$599.5 million trade deficit with Hong Kong — the biggest gap with any trading partner in Asia — as Hong Kong's exports surged 22.7% to C\$820.7 million while Canadian shipments dipped 8.9% to C\$221.2 million (including re-exports).

Canada's exports, which are dominated by semi-processed goods such as aluminium, plastics, pulp and newsprint, were apparently hurt by the relative strength of the Canadian dollar, which has appreciated 10% against the Hong Kong currency over the last 15 months.

Part of the drop can be explained by distortions in aluminium trade. Exports of the metal declined last year after quadrupling in 1982 to C\$64.8 million. The bulge two years ago was due to Alcan's opening a regional distribution warehouse for ingots in the British territory and heavy Chinese buying that year (world prices for the metal were low).

Alcan, Canada's biggest investor in Asia, has been manufacturing in India since 1937 and ran a rolling mill in Shanghai before the Liberation. Today the aluminium giant maintains two plants in India and factories in Malaysia, Thailand and Indonesia. Birkett puts average annual sales to China at C\$60 million and to Hong Kong at C\$20 million. The leading aluminium seller in Asia, including a 50% market share in extrusions, Alcan ships ingots (used chiefly for making pots and pans) and extrusions for curtain frames to Hong Kong and ingots, curtain walls, foil and cans to China.

Alcan is keen on the Asian market, which is low on the "maturity curve" in per-capita aluminium consumption in contrast to the developed nations, which have already reached the saturation point.

Although there are some significant Canadian investors in Asia besides Alcan, such as Inco, Bata Shoes and Northern Telecom, industry has traditionally looked south to the US, the Caribbean and South America. According to one academic study, an estimated C\$2 billion, or only 8% of overseas investment, has been put in the Pacific Rim countries, with much of that in sales offices rather than in production facilities. Some observers say Canadian businessmen are more conservative than their American counterparts in investing abroad.

Compared to its manufacturers, Canada's banks are aggressive and pioneering. The "big five" have been major players in international financial centres for 20 years, with some of them generating more than 50% of earnings from foreign operations.

Unlike Japanese banks, which tend to follow clients to new markets, Canadian banks set up shop before exporters. But the banks, which opened offices in Latin America and the Caribbean 100 years ago, were also relatively late in Asia.

Royal Bank of Canada broke the ice when it set up a representative office in Hong Kong in 1958. The big five opened branch offices in the financial centre within months of each other in 1978-79 after the Hong Kong government lifted a moratorium on new licences.

While sovereign-risk and syndicated loans were the mainstay of the banks' business in Asia in the 1970s, trade finance has taken on increasing importance. Trade-related lending accounts for 33% of Canadian Imperial Bank of Commerce's Asian business, for instance. The bank has also made a major pitch in China, financing five hotel projects and ship-building and textiles ventures. Royal Bank, also active in the China market, looks like playing a major role in the country's energy sector.

### **Consortium**

Canada is also pushing its consulting engineering expertise in Hong Kong. A contract to map out a vessel traffic management system for the harbour was given to a Canadian group. Canadian architects, in a consortium with West Germans, did the initial design for the Hong Kong Exhibition Centre. The North American country also exports building materials to the territory.

One promising sector is telecommunications. Mitel, the communications firm, became Canada's first major investor in manufacturing in Hong Kong in 1981 when it entered production of telephone switching systems. Northern Telecom, famous for its digital telecommunications and integrated voice and data communications systems has sold more than 70 private automated branch exchange (PABX) systems in Hong Kong since opening a sales office five years ago. It lists Bank of America and Hong Kong Telephone among its customers.

Canada is also keen to sell high-technology products to China. Spar Aerospace, which developed Canadarm, the remote manipulator system used on the US space shuttle Columbia, clinched a deal to supply 26 ground satellite stations worth C\$20 million during Chinese Premier Zhao Ziyang's January swing through Canada.

Northern Telecom has sold PABX equipment to the Peking Hotel and the Garden Hotel in Canton. De Havilland

has shipped Twin Otter aircraft, and another aircraft deal is in the works. Canada must work hard to market its technology. As Lipman points out, the Chinese remember who supplied technology before the Liberation in 1949 — the Americans, the Japanese and the Germans.

Still, Canadian companies have supplied the technology for a copper mine in Jiangxi province, a model farm in Heilongjiang, an oil-valve factory, a pre-stressed concrete plant in Guangdong and an animal feed-milling plant in southern China. Consulting engineering firms have captured contracts for a gold mine in Shandong province, a report on the Occidental Petroleum coal-mine project in Shanxi and a study of the Chinese railway system. But, as Lipman notes, the Chinese resist paying for consulting services, preferring to build the work into a contract granted to the operating company.

### **Major role**

Although Canada's offshore oil and gas-development experience is richest in places with Arctic conditions, the industry hopes to play a major role in China's offshore oil programme. Ranger Oil and Petro Canada, both of Calgary, are members of the BP consortium operating in five offshore blocks. Okanagan Helicopters earned a contract to supply helicopter services in the South China Sea. Canadian firms have sold drill bits and geophysical equipment.

But for years to come, commodities such as wheat, copper, aluminium, pulp, lumber, potash and sulphur will dominate exports. Wheat alone contributed C\$917 million of Canada's C\$1.61 billion of shipments in 1983, though the commodity's share of exports has dropped from 80% just a few years ago. The two countries signed a three-year wheat agreement expiring in 1985 which calls for Canada to ship 3.5 to 4.2 million tonnes a year.

Lipman expects wheat sales to stagnate or decline as China lifts domestic output, but exports of raw materials for light industry and agriculture, including metals, plastics and fertilisers should more than offset any drop. Since 1978 bilateral trade has rocketed 25% a year, and Lipman thinks Canadian exports will expand 20% a year in real terms in the near future.

Canada has the materials China needs for the two sectors it is developing most rapidly — light industry and agriculture. No wonder Canada, unlike some industrialised nations, is bullish about the China market. ■

*Andrew Tanzer is a correspondent for the Far Eastern Economic Review and Editor of China Trade Report.*

*Products and services from all of the main sectors of the Canadian economy are on show at Canadexpo, and in the following stories each sector is examined individually in terms of its growth history, present state and future potential.*

## COVER STORY

# Big Variety of Computer Products for Export

The Canadian computer industry is a burgeoning sector of the Canadian economy that is moving towards becoming a major force on the world scene — both as user and supplier.

In 1982 its revenues totalled some \$4.5 billion in retail computer and office machine sales, representing an annual growth rate of about 20 per cent. In addition it generated \$1.2 billion in revenue from computer services.

The several hundred companies in the computer equipment field supply a variety of products such as microcomputers, large mainframes, peripherals and operating software.

The services subsector provides a wide range of systems design services, data processing by service bureaus, on-line data bases, consulting and custom software.

There are more than 1,400 companies providing computer services, employing

more than 20,000 people. At least 90 per cent are Canadian-owned: it is estimated that Canadians produce 82 per cent of the total service industry revenues. An average growth rate exceeding 20 per cent has been realized in recent years and shows no sign of abatement.

*"Canada is the fifth largest import market and eight largest exporter of computing equipment in the world."*

The Canadian market for computing equipment is largely supplied by imports. In 1982 Canada imported computer equipment worth \$3 billion, the bulk of which

originates in the US. In a complementary manner, about 90 per cent or \$900-million worth of the output of domestic production was exported by the industry. Canada is the fifth largest import market and eighth largest exporter of computing equipment.

## Microprocessors

Canadian firms have generally chosen not to compete with multinationals in the production of general purpose computers. They have, instead, concentrated on the design of innovative products with a wide range of applications incorporating the latest advances in microprocessors.

The following Canadian products and services have met with particular international success:

- word processing systems, now sold in more than 80 countries;
- "intelligent" terminals, such as the (computer-aided design/computer-aided manufacturing) special high resolution terminal developed for Telidon;
- data communications products to link computers to data networks, including packet switching;
- CAD/CAM graphics with specialized terminals and software languages;
- custom-built on-line computer systems;
- proprietary software packages;
- desk-top microprocessors for financial management applications in small businesses;
- specialized data bases; and
- microcomputers capable of receiving a wide variety of software services through cable television networks. ■

## COVER STORY

# A World Leader in Telecommunications Technology

Canada is virtually self-sufficient in telecommunications — the result of Canadian companies responding to the needs of an affluent society and a vast and territorially rugged country.

Canada's size as the second largest country in the world has provided continuing impetus for the development of new technologies to bring people and their organizations together.

In meeting these needs, Canada also has attained a worldwide reputation for its expertise in advanced telecommunications, being at the leading edge of communications technology.

Canada had an early start in telecommunications. Alexander Graham Bell invented the telephone in Canada in 1874. Two years later the world's first long distance telephone call took place.

Canada, with a population of 24 million, has 18 million telephones in service (75 percent of the population) and has the fourth highest telephone density in the world. In the interest of even greater reliability and increasing operating economies, the system is being rapidly converted to the digital mode.

Canada has a world class presence in digital switching equipment and technology. In the early 1970s, Northern Telecom, in concert with Bell Northern Research and Bell Canada, began to develop digital switching and transmission systems.

## Digital family

Northern Telecom became the first company in the world to announce and bring forth a complete family of fully

digital switching and transmission systems.

Digital has become the future, sharing the telecommunications industry around the world. Today, Northern Telecom has in service or on order more fully digital systems than any manufacturer in the world.

Canadian PBX equipment has won wide acceptance in markets worldwide. There are five Canadian manufacturers of PBX equipment.

AEL Microtel manufactures Spacetel, a single carrier low cost transportable satellite earth station for remote areas.

SR Telecom Inc. provides subscriber radio telephone service to rural and suburban areas.

Northern Telecom offers a compact subscriber carrier system to handle up to 512 subscriber lines in remote locations.

In February 1983, Teleglobe Canada, a Crown company responsible for Canada's external communications services, announced it inaugurated the world's first overseas Teletext service making it possible to transmit a business letter from Canada to West Germany in 10 seconds. Teletext is a new service using computer terminals and transmitting data in digital form.

***"Northern Telecom became the first company in the world to announce a complete family of digital switching systems."***

Canada, West Germany and Sweden are the first countries to adopt the new system. Teleglobe expects to extend this service to other countries in the near future.

Canada has more satellites in space than any country apart from the United States and the Soviet Union.

### **Earth station**

Telesat Canada was incorporated in 1969 to establish and operate a commercial system of satellite communications to serve all parts of Canada's heavily populated and remote northern regions. Currently, there are more than 100 communications earth stations in service.

With the launch of the Anik A satellite in 1972, Telesat established the world's first geostationary domestic satellite providing communication services to 10 million square kilometres (3.9 million square miles). Today, most of the world's commercial communications satellites carry some form of Canadian mechanical and/or electronic subsystems.

Fibre optics technology has been utilized in Canada since 1976. A wide variety of field trials have been introduced throughout the country from trunk to subscriber loop applications where homes receive simultaneous transmission of telephony, data, television and videotex.

In 1978, Canada's Department of Communications (DOC), announced the development of an advanced videotex technology — Telidon, capable of producing images with a much higher resolution than systems currently available. Superiority is also exhibited in the flexibility and compatibility of data bases with different terminals and the designed capacity to accommodate future developments in transmission and display technology.

A full range of Telidon products and services is now available from Canadian hardware, software, consulting and information service companies and is finding ready acceptance in Canadian and export markets, primarily in the United States, Japan and Australia but also in

Europe and Latin America.

Canada initiated the first dedicated coaxial data network, a 12 tube cable linking Toronto, Ottawa and Montreal. The country has had its own national digital based data networks since 1973 when Dataroute was introduced into Telecom Canada (formerly Trans-Canada Telephone System). Introduction of the Info switch and Datapac followed in 1977. The systems which cover the width of Canada's link into United States systems are part of an integrated network for voice data and visual services.

Sophisticated information processing services are also being designed and developed by Canadian manufacturers.

### **Scarce resource**

The radio frequency spectrum today is an increasingly scarce and valuable resource.

In such a diverse country as Canada, the use of radio; and hence, management of the spectrum is vital to communications. In answer to this need, Canada has developed a system of spectrum management that is generally recognized as the best in the world. Because of the growing global awareness of the utility of the

spectrum, many countries are looking to Canada's ability to supply complete spectrum management systems "from the ground up".

Canada is currently supplying information and expertise to a number of countries in Southeast Asia, South America, the Middle East and India on automated spectrum management systems, terminal attachment and monitoring equipment.

Canadian telecommunications consultants are well known and equally well respected around the world. The largest Canadian consultant in this field, Bell Canada International, has provided services worldwide.

Canadian consultants offer a complete range of services from consulting to managing turnkey operations, from initial basic assessment of an organization's needs, traffic studies, through to managing systems installations, to training local staff prior to turning over an efficiently operating network.

In the communications field Canada has attained a world-leading reputation in a number of areas and is in an ideal position to offer these achievements to other countries. ■

## **COVER STORY**

# **Agriculture Still the Economic Mainstay**

One of the best known symbols of Canada, along with the maple leaf, the Royal Canadian Mounted Police, Niagara Falls and the Rocky Mountains, is the vast golden expanse of wheatfields in the prairie provinces of Western Canada.

While this symbol depicts well the vastness and richness of the land, one not familiar with the Canadian economy might be left with a misperception of the food industry in Canada and its capability to supply a wide range of high quality primary and processed food products.

### **Dynamic**

The agriculture, fish and food products sector is a dynamic and vital component of the Canadian economy. In 1983 approximately 349,000 commercial farmers and 70,000 fishermen produced products worth some C\$20 billion.

On the processing side, the food and beverage industry is the largest of the manufacturing industries in Canada with employment of 220,000 and annual shipments in excess of C\$35 billion. Agriculture and food production in Canada is highly specialized and productive and utilizes the most modern technology available. It is

important both nationally and regionally with every province having extensive agricultural and food production.

The production of products, of course, varies across the country with certain provinces tending to specialize in particular commodities as a result of advantageous climate, soil, economic conditions, resource availability or other considerations.

For the foreseeable future, it would not be realistic to expect any significant reversal in this trend. Increased volumes in one industry segment will likely be offset, at least in part, by declines in other segments reflecting a dynamic marketplace in terms of consumer preferences but a fixed market in terms of the potential processed food intake per person.

Both industry and government have concluded that increased export market development holds the key to the future rate of growth for the industry.

In 1983 Canada exported \$12 billion worth of foodstuffs and enjoyed a favourable trade balance of \$5 billion in this sector. Approximately \$4 billion of the total value of exports comprised processed food and beverage products.

The Canadian processed food and

beverage industry has a very large well established production base across the full range of processing industry sub-sectors.

Production standards, health regulations and inspection controls in Canada are among the most rigid in the world which ensures that Canadian food products are of consistent high quality.

To assist the industry to penetrate offshore markets, the federal government has in recent years taken a much more aggressive stance to establish Canada's image as a major supplier of a broad range of high quality food products.

Canada is now a major participant in the large international food shows in every market region.

Products available include a full range of fish products, pork, beef, fowl, Canadian whiskey, beer, wine, canned and frozen fruits and vegetables, biscuits, frozen specialty foods, confectionery products, dairy products, processed meats, honey, jams, jellies, prepared foods as well as products unique to Canada such as wild blueberries, maple syrup and wild rice. ■

## COVER STORY

# Full Range of Oil and Gas Equipment

The Canadian oil and gas equipment industry produces a wide range of machinery and equipment for oil and gas exploration and development and also performs related service activities such as geophysical evaluation, seismic studies and contract drilling.

Specific areas where Canada is acknowledged as a strong equipment supplier include exploration, drilling, leasehold facilities, dehydration, secondary recovery, gas turbines, compressors, sour-gas gathering and treatment, tar sands technology, and pipelines and related compression and pumping equipment.

Noteworthy export strengths include exploratory and deep drilling rigs, workover rigs, thermadrive boilers, beneficiation equipment, heat exchangers, pump jacks and chemical boilers.

In the last five years alone, Canadian industry, on the basis of developments in the oil and gas industry, has made major technological and manufacturing advances. The sector is comprised for the most part of Canadian — owned companies, many

of whom have achieved international recognition and have experienced rapid growth in both the domestic and export market.

## Methodical

With a continental shelf approaching four million square kilometers and extreme climatic conditions, the Canadian oil and gas industry has led the way in developing and proving equipment and techniques capable of operating anywhere in the world.

In fact, Canada has developed some of the largest and most efficient oil and gas plants in the world.

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### *"Canada has afforded China special tariff treatment under the General System of Preferences."*

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Bordered by three oceans, Canada has methodically plotted a progressive, scientific exploration and development of its rich continental shelves to the point where Canadian expertise can now successfully handle any offshore project anywhere in the world from start to finish.

From a production and equipment design standpoint, the Canadian oil and gas industry simply cannot settle for anything less than the best due to the country's extreme climatic and physical conditions.

In the manufacturing and marketing of its equipment, Canada has proved that dependability and good servicing were the key to success in international markets.

With deep overburden on the Canadian terrain, drilling and production are less than easy since many types of equipment are critical in the sense that a breakdown of

a single part of a component can stop the entire drilling or servicing operations. With these obstacles encountered and successfully overcome, Canadian expertise can now offer this specialized knowledge to other nations with similar problems.

## Conservation

Canadian production has a heavy dependency on secondary recovery techniques, the density of the oil being extremely heavy. With this production expertise coupled with the fact that much of Canada's gas reserves are sour, other nations are in an excellent position to utilize Canada's knowledge in these areas for their own benefit.

Environmental protection technology can be obtained from Canada which has developed conservation guidelines which are among the most informed in the world.

Another area of Canadian competence is in the service field where there is expertise in a broad range of specialties such as gas leak detection, geodetic surveys, photogrammetric surveys, precise gravity surveys, mapping, marine seismic and research.

Canadian manufacturers produce and export a broad range of machinery and equipment that is required by the industries engaged in the processing and production phases of the chemical and petrochemical industries.

In addition, Canadian consultants and construction companies have the capability for complete petroleum refinery, petrochemical and chemical projects including: feasibility studies, process equipment packaged systems, design, procurement, construction, commissioning and training.

Canadian expertise is reflected in the wide range of petroleum and allied products and services offered by some leading Canadian firms at Canadexpo '84. ■

## COVER STORY

# Adaptable Contractors Work in All Environments

Canada's construction industry is built on a foundation of high technology, reliable service, modern management methods, unique designing and methodical construction detail.

Prefabricated houses, complete schools, industrial camps, community structures, airports, roads or even entire towns are tailored to the demands of

markets both in Canada and abroad.

The Canadian construction industry is made up of 100,000 firms, producing more than \$31 billion of construction annually.

Canadian contractors are characterised by their flexibility. They have had to adapt to extremities in temperature and terrain from the frigid arctic to the semi-tropical

climate of a southern Canada summer. This adaptability enables Canadian firms to operate in many countries throughout the world. Working in remote regions or in foreign countries, the industry effectively utilizes local manpower, material and equipment resources.

Canada's construction industry has become an efficient construction force ready to serve developing nations.

Canada's numerous rivers provide power for its cities and for the development of timber and mineral resources. Canada occupies second place in the world's per capita production of electricity.

## Generation

Canadian engineering and construction expertise have produced electrical power generation stations from small local plants to the world's largest single generating plant at Churchill Falls, Labrador.

Canada is bordered by three oceans — the Atlantic, Arctic and the Pacific — with more than 15% of the world's known volume of fresh water. Four of the five Great Lakes lie partly in Canada. The St Lawrence River and the Great Lakes carry deep-sea shipping more than 3,670 km from the Atlantic Ocean into the heart of the country.

Container ports, bulk handling and pipeline terminals are a few of the marine specialties that the Canadian construction industry has to offer. Examples of Canadian designed construction can be seen in all corners of the globe — from the high arctic to the tropic areas.

Canada has been building pipelines since the late 1950s to carry oil and natural gas to Canadian homes and industries. Automated weldings and quality control are highly developed standard procedures among Canadian firms.

Whether on river bottoms, suspended overhead or through the mountains, Canadian construction crews specialise in handling difficult installations within budget and schedule.

***"Example of Canadian designed construction can be seen in all areas of the globe — from the arctic to the tropics."***

Whether tunnelling large diameter sewers or laying small diameter water pipe, water purification systems for small remote communities or sewage treatment plants for large urban centres, Canadian engineers and construction contractors can provide the equipment and technology needed.

To meet the worldwide need for housing, Canada's construction industry readily supplies timber-frame, low-rise

dwelling in either single or multiple units, prefabricated housing either in components or in complete units, building expertise and management advice, and the basic building materials of high-grade lumber and plywood in a variety of species. Canada's larger cities also reflect Canadian expertise in high-rise, multi-family construction.

## Ingenuity

Canada's CN Tower, the world's tallest free-standing structure, at a height of 553m, is the product of Canadian engineering ingenuity.

Completed in three years and two months, the tower weighs 130,000 tonnes.

Canadian contractors can provide services to meet requirements from single office buildings to complete turnkey commercial or industrial parks, either independently or in joint venture with local construction teams.

Canadian construction engineers use Canadian-designed and developed equipment and machinery to tackle construction

tasks regardless of dense forests, rugged terrain or harsh climate. This dynamic construction equipment is noted for its high quality, efficiency, durability and competitive prices.

The same systems perfected for high quality housing and commercial structures are applied equally well to many other types of building. Various types of transportable school buildings ideally suited for countries wishing to extend their school systems into rural and outlying areas are designed to be erected and fully assembled in 24 man-hours on site. Complete with fittings and furnishings, they come with beds and living quarters for residential schools.

Virtually every type of sport can be found in Canada and building experts design and construct facilities to accommodate sports fans and participants.

World visitors to the XXI Olympiad at Montreal saw the technical Canadian expertise that built the massive stadium, velodrome, swimming centre and Olympic Village. ■

## COVER STORY

# Consulting Engineers Competing Internationally

**T**he Canadian consulting engineering industry is competitive in both the domestic and international markets.

About 50% of all engineering in Canada is carried out by private consulting firms.

The industry is highly export-oriented and has gained an international reputation over the years.

In the midst of a general world-wide economic decline, Canada's consulting engineers have been able to maintain a wave of important international success. For many large firms, international business accounts represent as much as half of their total revenue. Three of the largest companies are ranked amongst the 10 largest engineering consultants in the world.

The industry is 98% Canadian owned, and the small degree of foreign ownership emanates from interests in the USA, UK and Europe. Being a bilingual country, Canadian consulting firms have enjoyed a linguistic advantage that has helped build business among English and French speaking nations.

The Third World has accounted for a

substantial share of Canada's international involvement, and much of this development has proceeded with the help of multilateral aid financing through the World Bank and other financial institutions.

## Success rate

Canadian engineering companies have a reasonable success rate in bidding for contracts from the World Bank, the Asian Development Bank and other international bodies. Project management service has been one of the strengths of Canadian engineers abroad.

Canadian consulting engineers provide a wide range of services which include: feasibility studies, planning and design development, detailed design, field services for construction, and project management.

Some of the larger Canadian-owned firms have been developing a capability in the EPC (engineer, procure, construct) field.

The principal sectors for consulting engineers in the domestic market are:

building, municipal, power, transportation, industry, oil and gas extraction, forestry, and mining.

In the international market the sectors, based on volume of business, have been power, forestry, mining, transportation, industrial plant construction, municipal and oil and gas.

***"Canada's consulting engineers have been able to maintain a wave of important international success during the recession."***

In the buildings sector, Canadian engineers have been in the forefront of new methods of construction and innovative techniques to develop Canada's growing towns, cities and industrial complexes. Such projects as the \$100-

million Royal Bank Plaza Building, Toronto's, 1,805-ft Canadian National Tower (the world's tallest), the Montreal Olympic Stadium — built for the 1976 Olympic Games — are but a few of the major domestic achievements by Canadian engineers.

Examples of some of the projects performed abroad are: contract for the design, construction and commissioning of a \$60-million prison complex in Trinidad and Tobago; consulting for a \$2-billion portion of the Abdul Aziz University in Saudi Arabia; a 210-bed medical clinic in The Ivory Coast; hospitals in Africa, Asia and the Middle East; contracts for civil electrical and mechanical engineering services for the construction of several tall buildings in Singapore, including the 25-storey Neptune Orient Line Building; the 28-storey Bank Bumi Daya Plaza in Jakarta, Indonesia, which includes a bank, offices, restaurant, sky lounge and penthouse; and the Canada France-Hawaii Observatory, Hawaii, USA. ■

## May: Canada Month in Hong Kong

### May 15 to June 5

Canadian exhibition entitled "Unconventional Photographic Imagery" at the Alvin Gallery, 30 Hollywood Road. Exhibits are for sale.

### 10

Canadian pianist Julie Holzman in concert at the City Hall.

### 14 to 16

In-store promotion of Canadian products at Shui Hing Company Ltd.

### 14 to 26

Canadian food festival at the Furama Hotel featuring buffalo, wild rice, venison, fiddleheads, Winnipeg Goldeye, British Columbian salmon and other specialties. Entertainment by Charles Landry, an old time fiddler, who also plays spoon, and is known as Mr. 100,000 volts.

### 15

Fashion show sponsored by the Canadian Club of Hong Kong and Shui Hing Company Ltd at the Hilton Hotel, 5.30 p.m. Door prizes.

### 19

Annual ball of the Canadian University Association of Hong Kong at the Regent Hotel.

### 16 to 20

Canadaexpo '84, Hong Kong Exhibition Centre, China Resources Building. 10 a.m. to 6 p.m. Trade only except May 20 when show is open to the public. This will be the largest foreign trade show ever held in Hong Kong and one of the largest ever organised by the Canadian Government.

### 21 to 22

Conference of Canadian Trade Commissioners from the Asia-Pacific region.

### 29 to 31

Les Grands Ballets Canadiens perform at the City Hall. Tickets at HK\$ 100, 80, 60 and 40.

## FEATURES

# A Culture Feast from Top Artists

## 專題

May will also see performances in Hong Kong by a number of top Canadian artists.

Julie Holzman, a fine young pianist, will be giving a concert at the City Hall on May 10, 1984. Miss Holzman is a graduate of the Julliard School of Music and has played on television and in concerts throughout Europe, North America, and Latin America. This is her first tour of Asia.

Charly Landry, a violinist who plays traditional Canadian music, will be playing both at lunch and dinner in the Rotisserie at the Furama Hotel during the Canadian food festival, May 14 to 26. Mr Landry has appeared all over the world, from jungle villages in Rwanda to American television specials, and the infectious rhythms of his jigs and reels will complement the variety of exotic Canadian dishes such as buffalo steaks, fiddleheads, and sugar pie.

## Adventurous

Les Grands Ballets Canadiens will dance at the City Hall Concert Hall May 29, 30, and 31. This is one of the most interesting ballet companies in the world today and their adventurous spirit and technical quality will provide great enjoyment for Hong Kong dance lovers. Two particular highlights will be new pieces — "Tam Ti Delam", a ballet set to the folk music of Quebec, and "In Paradisum", a new work choreographed by James Kudelka who is a member of GBC. The New York Times rated "In Paradisum" as the best new choreography of 1983 and featured Kudelka on the cover of its annual review of the arts.

## Unconventional

Unconventional how? one may ask. by Canadian Artists will be just that: unconventional photographic statements. This is an exhibition being held May 15 to June 5 at Alvin Gallery, 30 Hollywood Road, in conjunction with the Canadian Trade Expo in Hong Kong.

Unconventional how? one may ask. Very little of this exhibition is straightforward photography in the sense of a snap-shot. Each of the eight or so artists uses the camera as a tool to reveal a greater message, but this may require combining

with other media, building from a series of images, or relating to the written word.

Pierre Ayott from Montreal combines the projected slide image with photo-silkscreen. There is a play on the illusion of reality, of what we see and what we think we see.

Similarly, David Joyce uses life-size photocopy images of figures in "flattened" versions of typical themes such as the artist and his model, i.e., "Flat Photographer with Model." In another work he uses life-size, mounted photographs of a seated man, a sink, mirror and window, along with actual objects, to create a 3-dimensional illusion in "Cold Water Flat."

Bill Vazan of Montreal is one of four of these artists who uses a series of photographs to communicate a larger picture. "Winter Globe," a radial sequence of photographs of Lac Vent in the snow, looking skyward, gives us the feeling that we are looking at the heavens through a circular lense in an almost cosmological experience. In other works Vazan takes the radial theme to different dimensions as with "Beverly Hills," which is seen in a concentric format.

### Towering

In a similar vein, Pierre Boogaerts uses a sequence of photographs to construct a huge city sky, which is defined by the edges of the towering buildings of Manhattan. These photos have been combined into a new format, which becomes a photo-construction, as seen in the installation of "Street Skies."

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*"Each of the eight artists uses the camera as a tool to reveal a greater message."*

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Another use of the series of photographs is with the "Shop Window" series by Phil Bergerson. Simple subjects such as heaps of clothing in a New Year's sale, or plastic balls in a wire cage, or, a display of gift ribbons and greeting cards receive a new treatment when shown 64 to a page. Each photograph is slightly different from its neighbor so that the whole thing gains movement, as though one was walking past the display. One wonders what Bergerson will come up with for "Shop Window" material when he returns from his study trip to Tokyo and Peking soon.

### Symolism

Barbara Astman, as well as the team of Serge Morin and Francis Coutellier, concentrates on the photograph as a storytelling vehicle about people. In "Red," Astman shows us in monumental 4' x 4' photos a lone figure in a still life of red and black, often with a super-imposed letter or accompanying poem about the colour and its somewhat sexual symbolism to the

artist. Morin and Coutellier provide us with a provocative and philological polaroid story; this story may be a torn but re-assembled print or an X-ray and photo combined with an outsider's hard measuring or writing on the new photographic image. Both artists' works leaves room for interpretation.

These "Unconventional Photographic Images" can be viewed Monday through Saturday, 10:00 a.m. to 6:00 p.m. at the gallery, which is located just off Hollywood Road with an entrance on Shelley Street. ■

## FEATURES

# More Aggressive Marketing Approach Needed

By Mike Newlands

Canadian companies must adopt a more aggressive marketing approach, considerably improve delivery times and research the local market if they are to improve exports to Hong Kong, according to engineer cum businessman Alvin Leung.

Leung, a Canadian citizen who was born and brought up in Hong Kong, has studied, lived and worked in both places since graduating from the University of Toronto in 1959 with a degree in mechanical engineering. His first job after graduating was as a consulting engineer with O.G. Moffat, but he was soon awarded a British Council scholarship and returned to university to do a postgraduate degree.

Leung then returned to Hong Kong to work in commercial air conditioning but joined the government after a time and was awarded a government scholarship to study with major air conditioning manufacturers, such as Honeywell, in the United States. In 1968, he emigrated to Canada as engineering manager of Penn Controls Ltd.

From Penn he moved over to John B. Parkin, then the largest firm of consulting engineers in Canada, designing air conditioning and acoustics projects. His last job in Canada was as senior mechanical engineer specialising in energy conservation for the Canadian Federal Government.

Leung returned to Hong Kong in 1978 in order to supply the acoustic (silencer)

equipment for the MTR project.

## Big potential

He decided that there was potential, particularly on large-scale projects, for Canadian air-conditioning and acoustic equipment in Hong Kong and set up Burgess Vibro Acoustics (Asia) Ltd.

Equipment that he supplies includes Delhi Fenn, Hart and Cooley and Markhot. The latter is the biggest air conditioning manufacturer in Canada and Markhot equipment has been installed in Harbour City and Gloucester Towers and is to be used on the MTR island line.

As well as supplying equipment, Leung acts as consultant on projects both in Hong Kong and around the region. He has worked on contracts in Singapore, Kuala Lumpur, Jakarta and Manila.

Commenting on the problems of selling Canadian air distribution equipment in Hong Kong, he said: "If you have a thorough knowledge of your product then you will be able to sell it."

He said that although there was practically no Canadian air conditioning equipment in Hong Kong before the mid 1970's, this did not present an acceptance problem as Canadian products are well thought of.

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*"If you have a thorough knowledge of your product, then you will be able to sell it."*

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"If a product has "made in Canada" on it then it is already at an advantage in this part of the world," he says. Leung pointed out that although many people think that it is impossible to be competitive with Canadian manufactured products in Hong Kong this is not infact true.

He said that labour costs in Canada are lower than in most parts of the United States and that manufacturing operations are run extremely efficiently with far less man hours going into each product than comparative products being made in Asia. He said that raw material costs are also less in Canada than in Asia.

"When you take all these factors into consideration you realise that Canadians can compete effectively here. Also, because of the trade imbalance between Canada and Hong Kong there is plenty of empty space on ships being sold at a much cheaper rate than Hong Kong exporters have to pay.

He said that on the multi-million dollar MTR contracts all the major air-conditioning companies from Japan, the United States and West Germany had tendered, but the Canadian combination of price and quality had been chosen.

Even so, at least in his particular fields, it is still not feasible for him to tender

on anything less than commercial scale projects as on small orders he would not be able to offer a competitive price or delivery times.

## Reluctance

He is hoping to overcome this by persuading one of his Canadian principles to let him manufacture Canadian air conditioning equipment under license here as companies from other parts of the world are doing.

"Canadians are reluctant to invest outside of their own country and tend to be conservative businessmen, but I am still involved in negotiations and am hoping for a favourable outcome," he said.

Until recently, according to Leung, Canadians have been satisfied with their own market and the neighbouring United States market, and so many companies are not geared up to doing business with Asia.

"I know exactly what the Canadian manufacturers are doing and how they conduct business, and I also know how people think and what they are looking for in Hong Kong which is why I am able to conduct business successfully, but unless you know and understand both sides then you will have a problem," he said.

In the field of electrical goods, Canadian manufacturers have not even bothered to change their catalogues to conform to the power requirements of the Asian market. In Canada electricity operates at 60Hz, while in Hong Kong the system is on 50Hz, and so the motors and ratings of all the equipment to be sold here have to be modified. While the Canadian manufacturers can do that with equipment

for export, most have not reflected this in their catalogues and so it appears that their products are not compatible with the Hong Kong power system.

He also noted that electrical and electronic products change so quickly, with new improved models pouring onto the market, that it was important for people doing business with Hong Kong to make sure that the catalogues and brochures available here actually reflect the latest technology available and not last year's models.

Another problem that Canadians wishing to export to Hong Kong face is delivery times. "In this market people want things immediately and not in several months time. Canadian manufacturers, however, do not usually keep stockpiles and only order their raw materials after receiving a firm order and this will have to change if they seriously want to compete here," he said.

Leung feels that if Canadian companies can overcome their innate conservatism there could be a big scope, and a bright future, for joint-venture projects using Canadian technical know-how and local labour to make equipment in Hong Kong for export to third world countries and China.

He says that there is a great deal of potential for Canadian products in the Chinese market and his company is involved in air conditioning projects in Beijing, Shanghai and Shekou.

"In general the Chinese far prefer Canadian equipment to that from the United States or even from Japan, and Canadian companies should be able to capitalise on that," he says.

years of the switch to communications equipment, business was slow as he felt out the market and his products gained acceptance. Last year and this year "sales have taken off rather nicely" with this year's figures up 30% compared to the same period last year.

He says that there is a tremendous market in Hong Kong, China and neighbouring countries for Canadian communications equipment. "In telecommunications Canada is the world leader in technology in my opinion and so there is no difficulty in selling the products," he said.

Data 100 is taking advantage of Canadexpo '84 to give a working demonstration of all the products it supplies, and at the same time provide a communications service to the Canadian Commission and anybody else who wants to use it.

The only new product to Hong Kong will be SR Telecoms' microwave radio systems. "These are particularly suited to the Chinese market in areas where no cables have been laid down with oilfield being one of the main target markets," he said.

## FEATURES

# Pace of High-Tech Investment to Speed up

By J.F. Yaxley

**A**lthough past investment in Hong Kong industry by Canadian companies has been at a comparatively low level, there has recently been a significant increase in interest.

Several Canadian companies are considering investment in Hong Kong to produce micro-computers and telecommunications equipment, and some already here are currently expanding their operations.

The Industry Department of the Hong Kong Government is the main organisation in Hong Kong responsible for industrial investment promotion. Its head office, on the 14th floor of the Ocean Centre in Kowloon, has a unit devoted solely to industrial promotion, and is staffed by specialist officers who are always ready to assist those who have an interest in investing in Hong Kong. North America is at present served by an Industrial Promotion Office in San Francisco.

By the end of last year, a total of 531

## FEATURES

# Success Story for Communications Man

By Mike Newlands

**A** man who regards Hong Kong as a business Mecca is Bob Cochrane, the managing director of Data 100 Hong Kong Ltd.

"After my experiences in Hong Kong I would not consider setting up business anywhere else in the world," he said. "The situation here is ideal with no government interference, an excellent infrastructure and an educated and hard-working workforce and sophisticated customers who know what they want."

Cochrane started his business as a joint venture with communications giant Northern Telecom in 1978 and initially the company concentrated solely on distributing Northern Telecom's computer products.

"With the advent of the microcomputer, I decided that the company ought to change direction into the communications field and since 1980 we have been shifting the emphasis in this direction."

Between 1980 and last year Cochrane became the distributor for Develcon Electronics (circuit switching equipment), Memotec Data Inc. (X.25 communications processors) and SR Telecoms (microwave subscriber radio systems for voice and data).

In 1981 he ended his partnership with Northern Telecom and took over sole control of Data 100, although the company is still local agent for Northern Telecom's products.

Cochrane says that for the first two

wholly overseas-owned or joint-venture factories were known to be operating in Hong Kong, with overseas investment amounting to over HK\$7.8 billion, and employing about 11% of Hong Kong's manufacturing industry work force.

### Diversification

These factories produce a wide range of consumer and capital goods. They are important to us because of their introduction of more sophisticated management, new products and new production technology, and skills which are vital to our industrial diversification and development.

*"We offer a competitive manufacturing location in the middle of the fastest growing area in the world."*

The major factors which have attracted such investment here are Hong Kong's consistent economic policies of free enterprise and free trade with minimum red tape; no discrimination between local and overseas companies; low earnings taxes and profits tax rates; no customs duties; no exchange control; a hard working, quick-learning labour force; a comprehensive and efficient infrastructure with a full range of banking, travel, shipping, insurance and other services; and our central location in the region.

To these should now be added the very competitive prices for industrial property, following the building boom of the past few years.

In addition to these well known attractions, however, the Hong Kong Government is doing a great deal behind the scenes to help industry in its constant task of renewal and diversification.

Under the auspices of a high powered Industry Development Board, a government Standards and Calibration Laboratory is being set up and will come into operation very shortly; the provision of industrial support facilities is being improved, mainly through the Hong Kong Productivity Council; techno-economic studies of the electronics and light engineering industries have been completed; and three research and development projects in the electronics field are being undertaken by the two Universities and the Hong Kong Polytechnic.

### Developments

These, together with other projects under consideration, are all designed to help industry keep abreast of the latest developments in technology.

We recognise that many manufacturing enterprises in Canada are very advanced, and that they possess the sort of technology which Hong Kong needs in order to

broaden its industrial base.

We are, I believe, well able to absorb any transfer of technology, because our industrial infrastructure is one of the best developed in the region, and we have an industrial base ready and able to absorb and support high technology industries.

We also offer a thoroughly competitive manufacturing location, strategically placed in the middle of the fastest growing area in the world. ■

*J.F. Yaxley is the Hong Kong Director of Industry.*

## COMPANIES

# More Canadian Pacific Flights to Hong Kong

## 公司動向

Ever since its incorporation in 1881, Canadian Pacific has looked for commercial opportunities in Asia.

The main objective of the company at that time was to build and operate a railway across Canada from Montreal to Vancouver. The railway would act as a land bridge for passengers and freight from Asia to Continental Europe.

With the completion of the railway in November 1885, Canadian Pacific ventured into shipping to feed the railway. The company chartered the 3,600-ton Abyssinia, which sailed from Hong Kong to Vancouver on May 17, 1891, to carry silk and tea.

### Mail contract

Regular trans-Pacific sailings commenced with the 6,000-ton Empress of Japan in 1891 to service the mail contract between China, Japan and Vancouver. Two sister ships, Empress of China and Empress of India, joined the merchant fleet of Canadian Pacific, enabling a regular departure every three weeks.

Canadian Pacific invested in air transportation by purchasing and amalgamating 10 small independent air services in Canada in 1942. CP Air operated its first international route across the Pacific from Vancouver to Sydney on July 13, 1949, and this was followed by a second trans-

Pacific route from Vancouver via Tokyo to Hong Kong on September 19, 1949.

CP Air developed routes to South America and the United States in 1953, and to Europe in 1955. The company expanded its domestic services within Canada in 1959.

*"CP Air operated its first international route across the Pacific from Vancouver to Sydney on July 13, 1949."*

With the advent of the jet age and improvements in aviation technology, travel by sea has become costly and time consuming. CP Air has taken over all the passenger services both on the Pacific and the Atlantic operated by CP Ships since 1971.

### Extra flights

Today, CP Air operates two round-trip flights a week between Hong Kong and Vancouver, and will increase to three round trips a week in May. CP Air offers four additional flights per week between Tokyo and Vancouver in the summer.

However, CP Ships is still operating a fleet of cargo vessels on charter around the world and container ships on scheduled sailings between Canada and Europe.

CP Ltd. maintains a strong presence in Hong Kong. Its subsidiaries, CP Air, CP Ships and CP Rail, all have an office in the territory to serve their respective clients in Asia. ■

## COMPANIES

# Advanced Computer System at Exhibition

A state-of-the-art computerised registration system is being provided for Canadexpo '84 by I.P. Sharp Associates and Data 100 Hong Kong Limited. The system has already enabled the Commission for Canada to compile an extensive database of contacts to be invited to the show. During the show the system will be used to issue visitor badges and to allow quick matching of exhibitor information for later follow-up.

I.P. Sharp Associates, the Toronto-based worldwide computer services

company, has been responsible for similar registration facilities to conventions and exhibitions in the past. Most recently, the Progressive Conservation Party of Canada held two large conventions in Winnipeg and Ottawa for which the company provided facilities. Services to Canadexpo '84 are being provided through I.P. Sharp's local Hong Kong office.

### Comprehensive

For the past few months, the Commission for Canada has used a microcomputer situated on its premises in Asia House to connect to I.P. Sharp's worldwide computer services. The commission has built up and analysed a comprehensive list of contacts. The department of external affairs in Ottawa may also access and analyse this same database if they wish. For the five days of Canadexpo '84, Data 100 Hong Kong is providing a Canadian-manufactured Northern Telecom 585 minicomputer system which will be used to capture visitor information (as written on the registration card) and issue badges. The collected information will be loaded onto the I.P. Sharp service and matched with the original contacts database. After the show, extensive reports will be available both in Canada and Hong Kong.

The database will be used by the Commission for Canada on an ongoing basis to assist with trade enquiries by Canadian companies exporting to the region. Powerful facilities are available through the I.P. Sharp service to search, analyse and report on the information.

***"A Canadian manufactured minicomputer system will be used to capture visitor information at Canadexpo '84."***

I.P. Sharp opened its Hong Kong office, then its fifty-seventh, in September 1981. Its computer network extends to over 500 cities in twenty countries. The main users in Hong Kong are banks, oil companies and financial institutions. Banks use the network to monitor their global exposure and to analyse the large collection of public data available; oil companies use an international trading and information system; financial institutions analyse the extensive historical information on stock prices, company balance sheets and world economic environments. ■

## REGION

# Bright Future for Trade with China

By Ted Lipman

亞太區

Beginning with wheat sales in the early sixties, years before the establishment of diplomatic relations, Canada's trade with the PRC has grown steadily and is poised for further expansion in the future. Canadian exports to China reached 1.6 million Canadian dollars in 1983 and while still dominated by major commodity items such as wheat, metals, minerals, forestry products and chemical

fertilizer materials, there are many areas where Canadian equipment and manufactured goods have made inroads into the Chinese market such as STOL aircraft, agricultural, telecommunications and medical equipment.

During the recent visit to Canada by Chinese Premier Zhao Ziyang in January, interest was expressed in Canadian technology and expertise in precisely those areas where China is expanding her own economy, such as energy, telecommunications, and transportation.

Due to Canada's experience in solving some of the basic development problems which confront China, Canadians face excellent prospects for providing advanced equipment and know how to help China achieve her "Four Modernizations" and reach her goal of quadrupling industrial and agricultural output by the year 2,000.

***"Canada has experienced the same challenges in developing energy resources as China faces today."***

Energy is the key link in the development of China's economy and her vast coal reserves are expected to continue to meet 70% of China's energy needs. China's three major river systems offer tremendous hydro potential. China's development of both onshore and offshore oil and gas reserves are one area where foreign expertise and equipment are in great demand. China's commitment to

## COMPANIES

# Trade and Investment Consultant Appointed

**S**askatchewan is strengthening its presence in the Far East with the appointment of a trade and investment consultant based in Hong Kong.

Filling the newly created position is Kwok Shing 'K.S.' Loh, a respected veteran of international trade and previously a director with Mobil Oil Hong Kong.

Loh is a Shanghai-born Cantonese. He joined Standard Vacuum Oil Company, the predecessor of Mobil, in 1939. He was transferred to Hong Kong in 1950 and became manager for international trade in 1966.

Loh travelled extensively in the People's Republic of China, participating in key trade fairs and successfully negotiating major agreements on behalf of Mobil Oil with shipping and supply companies in China. In 1978, he was elected to the company's board of directors.

In his new position, Loh will be able to rely on a widespread network of government and business contacts which he developed in China.

He will act as liaison officer for companies in Hong Kong and the PRC interested in investing in, and trading with, Saskatchewan and will encourage the establishment of joint ventures and partnerships with Saskatchewan firms, particularly in the manufacturing and processing fields.

Through him, investors will be able to take advantage of the province's investor data bank which prepares information in packages tailored to the investor's corporate needs.

Information available includes wage rates, productivity statistics, taxation structures, and land availability and costs — all the data important to companies considering a new business location.

Loh will also help identify specific areas of investment opportunity in Saskatchewan and will supply profiles on the province's industries.

Although based in Hong Kong, he will provide information and services to companies in other Asian Pacific Rim countries. ■

nuclear power will probably rely on foreign technology if the nuclear option is to be adopted nationwide within the relatively short period of time given to achieve development goals.

Canada has experienced the same challenges in developing energy resources as China faces today, in many cases under similar climatic conditions, and so is in an excellent position to offer state of the art technology well suited to China's requirements. Efficient techniques for mining, processing and transporting coal, extensive hydro-electric systems and the wealth of experience Canadian oilmen have gained at home and abroad all have relevance for China as does the CANDU nuclear power system, the most advanced in the world.

Telecommunications is another field where Canada is a recognized leader around the world and particularly in China. Earlier this year a Canadian company won a major contract to supply 26 satellite earth stations to China, as well as to transfer manufacturing technology.

Canadian companies have also made sales of small and large private branch exchanges (PABX) to China which is currently showing keen interest in Canadian digital switching, fibre optics and domestic satellite communications technologies. Several Canadian companies intend to participate in a major communications exhibition in Beijing in November, 1984.

Given the almost identical geographical

area of both Canada and China, similar difficulties in transportation exist and Canada has developed solutions to many of the problems which China is encountering today.

Canadian STOL aircraft are operated by China's national carrier, CAAC. Canadian owned and maintained helicopters service offshore oil operations in the Yellow and South China seas.

Canada is working with China to explore the application of advanced computerized systems for railway traffic management and Canadian expertise in unit train transportation of bulk commodities is of interest to China as well. China also plans to expand her port facilities which might be served by Canadian expertise in port design, construction and bulk materials handling.

China has traditionally looked to Canada as a supplier of agricultural commodities, with wheat being the largest single export. Canada's technology in the fields of both agriculture and food processing are becoming of increasing interest to China. Since the 1960's, Canada has supplied China with agricultural machinery and the 1970's saw rapid gains in exports of feed and fertilizer materials. Several joint-venture projects in agriculture are currently under active consideration.

Canada's traditional role as a supplier of wood products to China, primarily lumber, pulp and paper, has developed in

closer cooperation on the technical side with Canadian companies assisting Chinese end-users to upgrade existing pulp and paper plants, improve wood utilization and undertake projects in afforestation, forest fire prevention and forest management.

Trade, of course, is a two-way street and while the size of the Canadian market is relatively small, Canada supports China's efforts to increase exports. Canada has afforded China special tariff treatment under the General System of Preferences, and has promoted technology transfer which will increase China's ability to export. Technology transfer seminars funded by the Canadian International Development Agency were held in both Beijing and Shanghai in 1983, and similar seminars are planned in future. China is hoping to increase her exports by holding a large Chinese commodities exhibition in Alberta this year.

The four Canadian Trade Commissioners based at the Canadian Embassy in Beijing and the Trade Commissioner for South China based in Hong Kong keep abreast of developments in the Chinese economy, and evolving business trends, and are available to assist Canadian businessmen further develop business relations with the PRC. ■

## OPPORTUNITIES

# Participants in Canadexpo '84

□ CANADIAN FIRMS  
• LOCAL AGENT

### □ Active Chemicals (1979) Ltd.,

7803 Progress Way,  
Tilbury Industrial Park,  
Delta, B.C.,  
V4G 1A3  
Phone: 604-946-0361  
Telex: 04-357712  
(ACT CHEM NWR)  
Attn: Mr. T. Brown,  
Territory Manager

Industrial chemical  
manufacturers

### □ Advanced Business Computer Systems Int'l Ltd.,

4088 Sandwich St.,  
Windsor, Ontario,  
N9C 1C4  
Phone: 519-255-9199  
Telex: 064-77691  
(IWINDSORESX)  
Attn: Mr. Ben Giglio,  
President

Micro-computers with  
network capabilities, cash  
management systems

### □ AES Data Inc.,

100 Boul. Alexis Nikon,  
Suite 600,  
St. Laurent, Quebec,  
H4M 2P2  
Phone: 514-744-6711  
Ext. 250  
Telex: 05-826602  
(AES DATA MTL)  
Attn: Mr. E. Beshlian,  
Director of Sales

### • Repromac Ltd.,

Elizabeth House,  
2nd Floor,  
250 Gloucester Road,  
Hong Kong.  
Phone: 5-8930055  
Telex: 62337  
Attn: Mr. Paul Turner,  
Manager

Word Processing systems  
and office automation

### □ Air Canada

5500 Miller Road,  
Richmond,  
British Columbia,  
V7B 1V4  
Phone: 604-278-1262  
Attn: Mr. W.J. Rowe,  
V.P., Western Region

### • Air Canada,

Room 1026,  
Prince's Building,  
P.O. Box 9923,  
Hong Kong.  
Phone: 5-221001  
Telex: 75637 HKSGAC  
Attn: Mrs. A. Leung,  
Manager

Canada's national airline  
promotion of travel within  
Canada (Int'l carrier)

### □ A.T.I., (Alberta Telecommunications International Ltd.),

411 First St. S.E., 26/F.,  
Calgary, Alberta,  
T2G 4Y5  
Phone: 403-231-7047  
Telex: 03-821448  
Attn: Mr. D.R. Young,  
Vice President

Telecommunications  
consulting and operations

### □ Ault Foods Limited,

P.O. Box 430,  
490 Gordon Street,  
Winchester, Ontario,  
K0C 2K0  
Tel: 613-774-2310  
Telex: 053-4700  
(AULTFOODS WCHR)  
Attn: Mr. A. Ron Algate

Manufacture of cheese,  
butter, fluid milk and cream,  
ice cream, yogurt, skim milk  
powder various dairy based  
power blends including infant  
formula which are being  
exported in industrial and  
consumer sized packages

### □ Bailey Metal Products

151 Bentworth Ave.,  
Toronto, Ontario,  
M6A 1P6  
Phone: 416-781-9371  
Telex: 06-969614  
(BAILEY MET TOR)

Cdn manufacturers of light  
steel framing systems for  
both exterior and interior  
walls and suspended ceiling  
systems

### □ Bank of Montreal First Canadian Place,

20th Floor,  
Toronto, Ontario,  
M5X 1A1  
Phone: 416-867-5547  
Telex: 0622735  
Attn: Mr. M.P. Joyce,  
Senior Rep.,  
Trade/Finance

### • Bank of Montreal,

Hong Kong Branch,  
Alexandra House, 16/F.,  
16-20 Chater Road,  
Hong Kong.  
Phone: 5-224182  
Attn: Mr. R.T. Kazuta,  
Vice President & Manager

### □ Bank of Nova Scotia,

International Administration,  
44 King St. W.,  
Toronto, Ontario,  
M5H 1H1  
Phone: 416-866-6976  
Telex: 06-22106  
(SCOTIABK TOR)  
Attn: Mr. A. Madorsky,  
Assistant Supervisor

## OPPORTUNITIES

- **Bata Engineering,**  
Batawa, Ontario,  
KOK 1E0  
Phone: 613-398-6106  
Telex: 06-62255  
(BATAENG BATA)  
Attn: Mr. B.O. Buck,  
*Marketing Manager*
- Automated shoe machinery and Cad/Cam design equipment (for shoes); machine products: for transportation and air-craft industries (hydraulic cylinders specializing).
- **Blueberry Palson Holdings Ltd.**  
2517 West First Ave.,  
Vancouver, B.C.,  
V6K 1G8  
Phone: (604) 733-2155  
Attn: Mr. Ben Rediski
- Manufacturers of patio furniture
- **Bytec-Comterm Inc.,**  
110 Hymus Boulevard,  
Pointe Claire, Quebec,  
H9R 1E8  
Phone: 514-694-3030  
Telex: 05-821812  
(COMTERM PCLR)  
Attn: Mr. S. Bacon,  
*Executive Vice President*
- Designs, develops, manufactures markets, IBM compatible personal computer products, 3270 computer terminals
- **Canadian Survey Consultants,**  
800-10310 Jasper Ave.,  
Edmonton, Alberta,  
T5J 2W4  
Phone: 403-429-8700  
Telex: 03-73850  
(CDN ENGSUR EDM)  
Attn: Mr. K. Clifford,  
*Director, Intl. Marketing*
- Offshore marine services — hydrography, oceanography positioning
- **Canadian Pacific Airlines (CP Air)**  
One Grant McConachie Way,  
Richmond, B.C.,  
V7B 1V1  
Phone: 604-270-5211  
Telex: 04-355587
- **Rep. in H.K.:**  
Mr. H. Hargardon,  
Manager,  
CP Air — HK/S.E. Asia,  
Swire House, Room 1702,  
Connaught Road Central,  
Hong Kong.  
Phone: 5-248161  
Telex: 802-73041
- **Canam Canada Trading Co. Ltd.,**  
4584 Fraser St.,  
Vancouver, B.C.,  
V5N 4G8  
Phone: 604-874-2015  
Telex: 04-352848  
Attn: Mr. H. Mark
- **Ms. Barbara Waters,**  
General Commercial Bldg.,  
Room 902,  
Des Voeux Road Central,  
Hong Kong.  
Phone: 5-978184  
5-411225
- Schenley of Canada Gibson products
- **Centrodyne Inc.,**  
3485 Thimens Blvd.,  
Montreal, Quebec,  
H4R 1V5  
Phone: 514-331-8760  
Telex: 05-824659  
(CENTRODYNE MTL)  
Attn: Mr. H.A. Lee,  
*Executive Vice President*
- Electronic taxi meters and trip recorders
- **Chromalox Canada Inc.,**  
210 Rexdale Blvd.,  
Rexdale, Ontario,  
M9W 1R4  
Phone: 416-743-8000  
Telex: 06-989333  
(CHROMALOX TOR)  
Attn: Mr. J. McQueston,  
*Manager, Int'l Sales*
- Electric heating equipment
- **Comact Incorporated,**  
4000 40th St.,  
St. Georges West,  
Beauce, Quebec,  
G5Y 5K6  
Phone: 418-228-8911  
Telex: 05-833510
- Manufacturers of sawmill equipment, front end loaders and articulated fork lifts
- **Commonwealth Export Society Ltd.,**  
1625 Royale, Suite 9,  
Box 14781,  
Trois Rivieres,  
Quebec G8Y 5G4  
Phone: 819-379-1900  
Telex: 05-25134  
Attn: Mr. Y. Dallaire,  
*President*
- Export management. Society commercializing manufactured products from Eastern Canada
- **Conference Cup Co. Ltd.,**  
94 Bessemer Court,  
London, Ontario,  
N6E 1K7  
Phone: 519-681-4782  
Telex: 064-5853  
(CONF CUP LDN)  
Attn: Mr. H. Lee,  
*Vice President Marketing*
- Paper cups for hot and cold beverages
- **Coronet Housewares Inc.,**  
19000 Trans-Canada  
Highway, Baie d'Urfe,  
Quebec  
H9X 3N8  
Phone: 514-457-9430  
Telex: 05-822771  
(CULINAIRE BDRF)  
Attn: Mr. Pierre A. Lanctot,  
*Director of Marketing*
- Non-electrical housewares, stainless steel and copper cookware, pantry ware, freezer safe plastic food containers etc.
- **Cuisinox Ltd.,**  
11645 6 Ave.,  
Rue de Prairie,  
Montreal, Quebec,  
H1E 1R8  
Phone: 514-648-8383  
Telex: 05-25134  
Attn: Mr. Michel Tembrun  
*President*
- Modular medi-system wall unit for patient care areas
- **Controlled Environments Ltd.,**  
1461 St. James Street,  
Winnipeg, Manitoba,  
R3H 0W9  
Phone: 204-786-6451  
Telex: 07-57777  
(CONVIRON WPG)  
Attn: Mr. R. McGill,  
*Marketing Manager*
- **Interbridge Co. Ltd.,**  
1505 Eastern Comm'l. Centre,  
393 Hennessy Road,  
Wanchai, Hong Kong.  
Phone: 5-8921268  
Telex: 802-66140  
(INTERBRIDGE)  
Attn: Mr. Leonard Lai
- Research scientific equipment
- **C P Rail,**  
Room 125, Windsor Station,  
P.O. Box 6042,  
Station A, Montreal, P.Q.,  
H3C 3E4  
Phone: 514-395-7083  
Telex: 05-25130  
MONTREAL  
Attn: Mr. W.J. Ryan,  
*Asst. Vice President, Sales*
- **C P Rail,**  
Room 1702,  
Swire House,  
Hong Kong.  
Phone: 5-227001  
Telex: 04-355587  
Attn: Mr. Edwin Chan,  
*Manager, H.K.*
- Rail lines and terminals
- **Develcon Electronics Ltd.,**  
856-51st. St. E.,  
Saskatoon, Sask.,  
S7K 5C7  
Phone: 306-664-3777  
Telex: 07-42686  
(DEVEL MKTG SKN)  
Attn: Mr. W. Dunbar,  
*Marketing*
- **Data 100 H.K. Ltd.,**  
10B Kaiser Estate,  
41 Man Yue St.,  
Hungghom, Kowloon.  
Phone: 3-644354  
Attn: Mr. Bob Cochrane,  
*Managing Director*
- Develops, manufactures, distributes products relating to data transmission and intelligent data switching
- **Dipix Systems Limited**  
120 Colonnade Road,  
Ottawa, Ontario, K2E 7J5  
Phone: 613-224-5175  
Telex: 05-33946  
(DIPIX OTT)  
Attn: Mr. Charles Bayne
- **Nanco Electronics Supply Ltd.,**  
Kaiser Estate, Flat "H",  
51 Man Yue St., Hungghom,  
Kowloon.  
Phone: 3-335121  
Telex: 44852  
Attn: Mr. James  
W.H. Wong
- Computers, software, digital logic and memory, remote sensing methods, image analysis, techniques
- **Domination Sure Seal Ltd.,**  
4635 Burgoyne St.,  
Unit 1, Mississauga,  
Ontario,  
L4W 1G3  
Phone: 416-625-7900  
Telex: 06-961303  
Attn: Mr. D. Thomas,  
*Manager*
- Seam sealer, wind-shield, sealant, gravel guard, protective coatings, waxes, lubricants, cleaners, adhesives undercoat
- **Dominion Textiles Inc.,**  
3300 Bloor St. W.,  
Suite 2900, Toronto,  
Ontario,  
M8X 2X3  
Phone: 416-237-5542  
Telex: 06-984675  
Attn: Ms. Nancy Wickham,  
*Advertising Dept.*
- **DHJ Industries (HK) Ltd.,**  
7/F., Wyler Centre,  
210 Tai Lin Pai Road,  
Kwai Chung,  
New Territories.  
Phone: 0-218515  
Telex: HX 44828 WENDY  
Cable: FUSETEX HK  
Attn: Ms. Heidi Shu,  
*Marketing Manager*
- Caldwell sheets, comforters, texmado sheets, caldwell towels
- **Double A/D Distributors Ltd.,**  
420 Tapscott Rd.,  
Scarborough, Ontario,  
M1B 1Y4  
Phone: 416-292-2361  
Telex: 065-25322  
Attn: Mr. B.J. Stieg,  
*General Manager*
- Thermal insulation manufacturers, sprayed fire-proofing
- **Dy-Core Systems,**  
(A Division of Dyform Engineering Limited),  
1590 Power II St.,  
Vancouver, B.C.,  
V5L 1H3  
Phone: 604-254-8171  
Telex: 04-54631  
(DY CORE VCR)  
Attn: Mr. Harold Gregg,  
*Sales Manager*
- Dy-core hollow core production factories
- **Elcar International Ltd.,**  
4326 Juneau St.,  
Pierrefonds, Quebec,  
H9H 2C7  
Phone: 514-620-1461  
Telex: 05-823556  
Attn: Mr. W.C. Lee,  
*President*
- Negative ion generators and air purifiers
- **Electrohome Electronics,**  
809 Wellington St. N.,  
Kitchener, Ontario,  
N2G 4J6  
Phone: 519-744-7111  
Telex: 069-55449  
(DEIL KTCH)  
Attn: Mr. R. Stanfel,  
*Government Relations Officer*
- **Jardine Engineering Corp.,**  
Hopewell Centre,  
21-24/Floors,  
Wanchai, Hong Kong.  
Phone: 5-284422  
Telex: 74382 (JM ENG)  
Attn: Mr. Stephen Li,  
*Section Manager, Telecom & Electronics Dept.*
- Video display computer peripherals videotex/satellite TVRO products
- **Enercan Inc.,**  
Suite 105  
1200 Sheppard Ave.,  
Willowdale, Ontario,  
M2K 2S5  
Phone: 416-495-1200  
Telex: 06-217890  
Attn: Mr. A.H. Bradley,  
*President*
- Waste management design service, wasted fuel power plants
- **Everingham Brothers,**  
5 Tilbury Court,  
Brampton, Ontario,  
L6T 3T4  
Phone: 416-457-7800  
Telex: 06-988547  
Attn: Mr. L. Hutton,  
*Sales Coordinator*
- Stainless steel cookware and housewares
- **Exide Electronics CDA Inc.,**  
5200 Dixie Rd., Unit 20,  
Mississauga, Ontario,  
L4W 1E4  
Phone: 416-625-9627  
Telex: 06-961272  
(EXIDE ELC MSGA)  
Attn: Mr. O. Cannon,  
*Director*
- High performance uninterruptable power systems
- **Faultless Doerner Manufacturing Inc.,**  
630 Weber St. N.,  
P.O. Box 4251,  
Waterloo, Ontario,  
N2J 4B2  
Phone: 519-885-5550  
Telex: 069-55263  
(FAULTDORN WTLO)  
Attn: Mr. R.J. Simmons,  
V.P. & S.M.
- **Commercial Corporation,**  
B901 Watson's Estate,  
Watson Road,  
North Point, Hong Kong.  
Phone: 5-787216  
Telex: 76337 CCCAP HX  
Cable: "COMET"  
HONG KONG  
Attn: Ms. Kathy Chao
- Casters, wheels chair controls and bases, decorative hardware

# OPPORTUNITIES

- **Federal Pioneer Ltd.**,  
19 Waterman Ave.,  
Toronto, Ontario,  
M4B 1Y2  
Phone: 416-752-8020  
Telex: 06-963724  
(FEDPION A TOR)  
Attn: Mr. H. Kroeker,  
Manager, Export Sales  
Equipment for the distribution  
and control of electrical  
energy
- **Ferranti Packard  
Electronics Ltd.**,  
6030 Ambler Drive,  
Mississauga, Ontario,  
L4W 2P1  
Phone: 416-624-3020  
Telex: 06-961437  
(FERRPACK MSGA)  
Attn: Mr. P. Bongertman,  
Promotion Coordinator
- **Gilman Engineering Ltd.**,  
Elizabeth House, 4/F.,  
250 Gloucester Road,  
Hong Kong.  
Phone: 5-8930777  
Telex: 83667  
Attn: Mr. Joseph Chan,  
Senior Sales Engineer  
Light reflecting changeable  
electronic display  
components and systems
- **Fleming Gray Ltd.**,  
690 Bishop St.,  
Cambridge, Ontario  
P.O. Box 3146,  
Cambridge, Ontario,  
N3H 4S6  
Phone: 519-653-2400  
Telex: 069-59354  
(ACTEX CMBG)  
Attn: Mr. David Gray,  
President  
Ice skate sharpeners
- **G.H. Wood & Company  
(International)**,  
45 Zorro Street, North,  
Toronto, Ontario,  
M8W 4Z6  
Phone: 416-259-2321  
Telex: 06-967612  
(GHWOOD TOR)  
Attn: Mr. F. Cowan
- **Jayell Trading Co.**,  
Shatin City One,  
Block 22, Flat F, 5/F.,  
Shatin, New Territories.  
Attn: Mr. John Longhurt  
Manufacturers of ozium,  
world famous air sanitizer,  
ozicote anti-mist lens cleaner,  
brook life — saving airway  
and clean care extraction  
carpet cleaning machines and  
all cleaning chemicals
- **Hambro Int'l Ltd.**,  
215 Colonnade Rd.,  
Ottawa, Ontario,  
K2E 7K3  
Phone: 613-226-1074  
Telex: 053-4379  
(HAMBRO ORBMAH)  
Attn: Mr. E.O. Butts,  
President  
Hambro composite floor  
system, Orbmah-leak  
detection level sensing  
equipment (for storage  
tanks/pipelines)
- **Hampton Engineering  
Inc.**,  
23 Buchanan Court,  
London, Ontario,  
N5Z 4P9  
Phone: 519-685-5300  
Telex: 064-73500  
Attn: Mr. J.F. Smith,  
Exec. Vice President  
Hydraulic cranes
- **Ico Unican Inc.**,  
5795 De Gaspe,  
Montreal, Quebec,  
H2S 2X3  
Phone: 514-273-0451  
Telex: 05-24651  
(UNICAN MTL)  
Attn: Mr. G. Beames,  
Export Manager
- **Ico Unican HK**,  
Yip Fung Ind. Bldg.,  
B1, 11th Floor,  
Kwai Fung Crescent,  
Kwai Chung,  
New Territories.  
Phone: 0-284247  
Telex: 39078  
Decorative cabinet hardware,  
security hardware and lock-  
smith supplies
- **Interimco Incorporated**,  
560 Rochester St.,  
Carling Square One,  
Ottawa, Ontario,  
Phone: 613-238-1561  
Telex: 05-34425  
(INTERIMCO OTT)  
Attn: Mr. Art Bond  
Design and installation grain  
handling processing and  
storage facilities, introduction  
of dryland farming technology  
and equipment, custom  
farming, feasibility studies  
related to farm mechaniza-  
tion, livestock operations  
procurement and project  
management control
- **I.P. Sharp Associates Ltd.**,  
2 First Canadian Place,  
Suite 9000,  
Toronto, Ontario,  
M5X 1E3  
Phone: 416-364-5361  
Telex: 06-22259  
(I P SHARP TOR)  
Attn: Ms. Rosanne Wild  
Marketing Sales  
Manager
- **I.P. Sharp Associates (HK)  
Ltd.**,  
Suite 606, Tower II,  
Admiralty Centre,  
Hong Kong.  
Phone: 5-294341  
Attn: Mr. James Sinclair,  
Computer services offering  
on-line public data bases,  
application and system  
software and local access to  
their services from over 600  
cities via their own private  
packet switched network  
ipsanet
- **Intercontinental Data  
Control Corp. (Interdaco  
Ltd.)**,  
2373 Stevenage Dr.,  
Ottawa, Ontario,  
K1G 3W1  
Phone: 613-733-4440  
Telex: 053-4274  
(INTERDACO OTT)  
Attn: Mr. J. Beddoes  
President  
Data transmission products
- **Electrom Engineering  
Co. Ltd.**,  
P.O. Box 34991,  
King's Road Post Office,  
Hong Kong.  
Phone: 5-718331  
Telex: 80286262  
Attn: Mr. John Sze,  
Managing Director
- **Jade Intarsia**,  
(Division of Mohawk Oil Cda  
Ltd.),  
Suite 325,  
6400 Roberts St.,  
Burnaby, B.C.,  
V5G 4G2  
Phone: 604-299-7244  
Telex: 04-354613  
(MOHAWK OIL VCR)  
Attn: Mr. J.A. Gran  
Manufacturer of jade tiles for  
professional interior designers  
architects and builders
- **K B Electronics Limited**,  
150 Bluewater Road,  
Bedford, Nova Scotia  
B4B 1G9  
Phone: 902-835-7268  
Telex: 019-21779  
Attn: Mr. K. Baumgartner,  
President  
Specialization in power  
conversion and communica-  
tion for industrial, marine and  
military applications
- **Kobelt Manufacturing  
Company Limited**,  
11720 Horeshore Way,  
Richmond, B.C.,  
V7A 4V5  
Phone: 604-271-2741  
Telex: 04-355853  
(KOBTRVL VCR)  
Attn: Mr. J. Kobelt,  
President
- **Foiborn Enterprise Ltd.**,  
1503 Po Sang Bank Bldg.,  
33 Argyle Street,  
Kowloon.  
Phone: 3-710981  
Telex: 802 75517  
Corrosion resistant marine  
controls and custom  
designed marine/industrial  
disc brakes
- **3-L Filters Ltd.**,  
427 Elgin St. N.,  
P.O. Box 371,  
Cambridge, Ontario,  
N1R 5V5  
Phone: 519-621-9949  
Telex: 06-959366  
(THREE L CMBG)  
Attn: Ms. M. Olah  
Engineers, designers and  
manufacturers of aviation,  
industrial nuclear, oil and gas  
filtration separation systems  
and cartridges
- **Knoll Rig and Equipment  
Manufacturing Co. Ltd.  
(KREMCO)**,  
3620-93 St., Edmonton,  
Alberta,  
T6E 5N3  
Phone: 403-462-6494  
Telex: 037-42692  
(KREMCO EDM)  
Attn: Mr. Gerry Knoll,  
President  
Well servicing and workover  
rigs — mud pumps, mud  
systems substructures and  
masts
- **Leigh Instruments Ltd.**,  
2680 Queensview Dr.,  
Ottawa, Ontario,  
K2B 8J9  
Phone: 613-820-9720  
Telex: 053-4129  
Attn: Ms. Sally Evans,  
Mktg. Administrator  
Engaged in the systems  
engineering design and  
manufacture of products  
and systems principally for  
the aerospace, gov't and  
military markets
- **Leitch Video Ltd.**,  
10 Dyas Rd.,  
Don Mills, Ontario,  
M3B 1V5  
Phone: 416-445-9640  
Telex: 06-986241  
(LVL TOR)  
Attn: Mr. G. Newhook,  
Sales Manager
- **ACE (Intl) Co.**,  
Block A, 10th Floor,  
A-8, H.K. Industrial Centre,  
489-491 Castle Peak Road,  
Kowloon.  
Phone: 3-7452343  
Telex: 40442 (ACECO HX)  
Attn: Mr. Michael Pang,  
President  
Pulse video and test  
equipment for the NTSC and  
PAL television standards
- **Les Industries MKE (1984)  
Inc.**,  
183 Montcalm Nord,  
Candiac, Quebec,  
J5R 3L6  
Phone: 514-659-6531  
Telex: 055-60028  
(MKE GRC CNDC)  
Attn: Mr. B. Jolicoeur  
Sales Coordinator  
Kitchen/restaurant equipment  
for food preparation, stoves  
griddles, fryers, gas and  
electric cooking equipment,  
refrigeration equipment
- **The Mark Anthony Group**,  
Mission Hill Vineyards,  
Mission Hill Road,  
Westbank, British Columbia,  
VOH 2A0  
Phone: 604-768-5125  
Telex: 04-53183  
(MRKANTHONY VCR)  
Attn: Mr. W. Clark  
Producers of premium  
Canadian table wines,  
distilled spirits & apple and  
pear fruit sparkling ciders
- **Memotec (Div. of Intl.  
Systems Ltd.)**  
4940 Fisher St.,  
Montreal, Quebec,  
H4T 1J7  
Phone: 514-738-4781  
Telex: 05-825625  
(MEMOTEC MTL)  
Attn: Mr. Adam Bardach,  
General Manager
- **Data 100 H.K. Ltd.**,  
10B Kaiser Estate,  
41 Man Yue St.,  
Hungghom, Kowloon.  
Phone: 3-644354  
Telex: 64461  
Attn: Mr. Bob Cochrane  
Managing Director  
Looms, laminated wood  
panels
- **Metro Canada  
International Ltd.**,  
999 West Hastings St.,  
19/F., Vancouver, B.C.,  
V6W 2W2  
Phone: 613-384-3100  
Telex: 04-55134  
Attn: Ms. Cindy Nutter
- **Mr. Paul Ruffli**,  
Government of Ontario,  
Ministry of Industry and  
Trade, Admiralty Centre,  
Tower I, Suite 1303,  
Hong Kong.  
Phone: 5-276421  
Telex: 61871  
Transit systems
- **Mitel Corporation**,  
P.O. Box 13089,  
350 Legget Drive,  
Kanata, Ontario,  
K2K 1X3  
Phone: 613-592-2122  
Ext. 6527  
Telex: 053-45916  
Attn: Ms. C. Robitaille, Int'l  
Mktg. Support  
Co-ordinator
- **Mitel (Asia) Ltd.**,  
22nd Floor, C.D.W. Bldg.,  
388 Castle Peak Rd.,  
Tsuen Wan,  
New Territories.  
Phone: 0-463641  
Telex: 34235 MITEL HX  
Attn: Mr. Joseph Tsui,  
Managing Director,  
Asia and Pacific  
Telecommunications and  
telephone switching equip-  
ment (PABX, EPABX)
- **Nilus Leclerc Inc.**,  
104 5th Ave., C.P. 69,  
L'Isletville, Quebec,  
GOR 2C0  
Phone: 418-247-3975  
Telex: 051-3976  
(N LECLERC LIS)  
Attn: Mr. J. Pomerleau,  
Marketing Director  
Loom manufacturer (dobby,  
artisan, mira looms), weaving  
laminated wood panels  
manufacturer
- **Niart Electrical**,  
23 Rayborn Cres.,  
St. Albert,  
Alberta,  
T8N 3C6  
Phone: (403) 459-5530  
Telex: 037-2875  
Attn: Mr. Richard Price  
Manufacturer computerized  
signal control systems for  
military and civilian  
transportation systems



## OPPORTUNITIES

- **Northland Goose Processors Ltd.**,  
Box 510, Tenlon,  
Manitoba,  
R03 3B0  
Phone: 204-886-2552  
Telex: 07-587570
- **Mingson Industries Ltd.**,  
Kwai Tak Industrial Centre,  
Ground Floor, Block I,  
Kwai Tak St., Kwai Chung,  
New Territories.  
Attn: Mr. Andrew Lee,  
*Executive Director*  
Specializing in gourmet  
smoked and cooked goose  
items, as well as feet and  
heads, buddhist style  
slaughter
- **Northern Telecom Ltd.**,  
1078-304 The East Mall,  
Islington, Ontario,  
M9B 6E4  
Phone: 416-232-2000  
Attn: Mr. R. Yuill
- **Northern Telecom (Asia) Ltd.**,  
Room 2525  
Sun Hung Kai Centre,  
30 Harbour Road,  
Hong Kong.  
Phone: 5-757222  
Telex: 73338  
Attn: Mr. George Leung,  
*Regional Sales Manager*  
Manufacturer telecommuni-  
cations equipment, integrated  
office systems, research and  
development
- **Northland Processors Inc.**  
2329 1st Ave. North,  
Saskatoon, Saskatchewan,  
S7K 2A8  
Phone: 306-931-3023  
Attn: Mr. M. Gustus,  
*President*  
Meat/food processors
- **Novacorp Intl. Consulting Inc.**,  
801 Seventh St. S.W.,  
P.O. Box 2535, Stn. M,  
Calgary, Alberta,  
T2P 2N6  
Phone: 403-290-6000  
Telex: 03-821503  
(NOVA CGY)  
Attn: Mr. L. Brown,  
*Exec. Secretary*
- **Novacorp Engineering Services Hong Kong Ltd.**,  
Room 2907,  
Edinburgh Tower,  
15 Queen's Road Central,  
Hong Kong.  
Phone: 5-229064  
Telex: 61771 NOVA HX  
Attn: Mrs. Dora N. Kwok,  
*Vice President*  
Natural gas transmission  
systems and pipeline  
development
- **P.W.I. Industries Inc.**,  
1253 Second Street,  
Richelieu, Quebec,  
J3L 3Y6  
Phone: 514-658-1747  
Telex: 055-61652  
Attn: Mr. P.J. Samson,  
*President*  
Maple sawdust M-1 sawdust  
used for treatment of furs and  
leathers
- **Permaquik (CDA) Ltd.**,  
3043 Universal Dr.,  
Mississauga, Ontario,  
L4X 2E2  
Phone: 416-625-9444  
Telex: 06-961275  
(PERMA VAX MSGA)  
Attn: Mr. H. Prout,  
*President & General  
Manager*  
Waterproofing, expansion  
joints epoxy coatings
- **P.M. Wright Ltd.**,  
1300 Jules Poitras,  
St-Laurent, Quebec,  
H4N 1X8  
Phone: 514-337-3331  
Telex: 05-826893  
(HENWRIGHT MTL)  
Attn: Mr. P.J. Lamarche,  
*V.P., Marketing*  
Manufacturer of electrical  
heating and energy recovery  
systems
- **Prairie Malt Ltd.**,  
4th Ave., Biggar, Sask.,  
P.O. Box 1150,  
Biggar, Sask.  
S0K 0M0  
Phone: 306-948-3305  
Telex: 07-42466  
(PRAIRIMALT BIG)  
Attn: Mr. A. Presber,  
*Director of Sales—  
Export*  
Manufacturers, brewers and  
distillers malt
- **Rixson Firemark (CDA) Ltd.**,  
43 Racine Road,  
Rexdale, Ontario,  
M9W 2Z4  
Phone: 416-743-6216  
Telex: 06-989436  
(RIXSON TOR)  
Attn: Mr. D. Chan  
*Sales Manager*  
Manufacturers of door  
hardware and door related  
fire/lift saving devices
- **Royal Bank of Canada,**  
Trade Services,  
International Banking,  
Royal Bank Plaza,  
South Tower, 13/F.,  
Toronto, Ontario,  
M5J 2J5  
Phone: 416-865-4442  
Telex: 06-218168  
(RBCWTMB TOR)  
Attn: Mr. C.R. Donley,  
*Manager*
- **Royal Bank of Canada,**  
Hong Kong Branch  
18th Floor,  
Gloucester Tower,  
11 Pedder St.,  
Hong Kong.  
Phone: 5-8430888  
Telex: HX 64950  
Attn: Mr. H.W. Woolner,  
*Manager*  
Trade related services
- **Seaboard Lumber Sales Co. Ltd.**,  
Box 12501,  
1066 West Hastings St.,  
Vancouver, B.C.,  
V6E 3W9  
Phone: 604-684-3171  
Telex: 04-51205  
(SEABOARD VCR)  
Attn: Mr. R.A. Schumacher  
One of Canada's major  
exporters of forest products  
with increasing emphasis on  
specialty products to  
overseas markets
- **Sinclair Radio Labs. Ltd.**,  
122 Rayette Rd.,  
Concord, Ontario,  
L4K 1B6  
Phone: 416-669-1244  
Telex: 06-964598  
(SINCLABS CCD)  
Attn: Mr. J. Colthart,  
*V.P. Sales &  
Marketing*
- **Antenna Engineer Asia (PTE) Ltd.**,  
Unit B, 1st Floor,  
1 Gough St. Central,  
Hong Kong.  
Phone: 5-430375  
Telex: 74143  
Attn: Mr. B.C. Lee,  
*Manager*  
Antennas, filters, multi-  
couplers, duplexers, isolators
- **Solar Systems Industries Ltd.**,  
No. 2-11771  
Horseshoe Way,  
Richmond, B.C.,  
V7A 4S5  
Phone: 604-271-2621  
Telex: 04-51370  
Attn: Mr. B. Salter,  
*Vice President,  
Marketing*  
Solar water heating  
equipment
- **Spir-O-Lok Industries Canada Ltd.**,  
5741 Production Way,  
Langley, B.C.  
V3A 4N5  
Phone: 604-530-1151  
Telex: 043-65546  
(SPIRLOK LGLY)  
Attn: Mr. S. Currie  
Air duct machines, galvanized  
culvert pipes
- **S R Telecom Inc.**,  
8150 Trans Canada Highway  
St. Laurent, Quebec,  
H4S 1M5  
Phone: 514-335-1210  
Telex: 05-824919  
(SR TELECOM MTL)  
Attn: Mr. R. Dreyer  
Multipoint microwave  
systems for urban quality  
telephone and data line distri-  
bution, modern software and  
related data communications  
products and systems
- **Sydney Development Corp.**,  
No. 600 1385  
West 8th Ave.,  
Vancouver, B.C.,  
V6H 3V9  
Phone: 604-734-8822  
Telex: 04-54357  
(SYDNEY DEV CVR)  
Attn: Mr. T. Williams,  
*Chairman*  
Packaged software for  
business and industry com-  
puter games and educational  
programs
- **Sunworthy Wallcoverings,**  
195 Walker Dr.,  
Brampton, Ontario,  
K6T 3Z9  
Phone: 416-791-8788  
Attn: Mr. P. Graham,  
*President*  
High quality do-it-yourself  
wall-coverings
- **Uniques 117462 Canada Inc.**,  
55 Sunshine Drive,  
Dollard des Ormeaux,  
Quebec,  
H9B 1G1  
Phone: 514-739-5549  
Attn: Mr. R. Mansour,  
*President*  
Specially designed software  
for diversified industrial  
requirements — micro  
computer package for the  
textile industry
- **Wagner Engineering Ltd.**,  
40 Gostick Place,  
North Vancouver, B.C.,  
V7M 3G2  
Phone: 604-988-1111  
Telex: 04-352755  
(WAGENG VCR)  
Attn: Mr. F.V. Weckerle,  
*Marketing Manager*
- **Yoyo Trading Co.**,  
9C Wing Cheong Comm. Bldg.,  
No. 19-25  
Jervois St., Hong Kong.  
Phone: 5-431777  
Telex: 802-65762  
Attn: Mr. Stephen Ching  
*Manager*  
Manufacturer of marine  
hydraulic steering systems  
and associated navigational  
electronic equipment
- **Waltec Inc.**,  
44 Libby St.,  
Wallaceburg, Ontario,  
N8A 4L7  
Phone: 519-627-3361  
Telex: 064-78513  
Attn: Mr. W. Moynihan,  
*V.P. Export Sales  
& Customs*  
Construction industry  
products (Stainless steel  
sinks, faucets, bath-ware  
(corporation brass — lab and  
hospital), flush valves, etc.)
- **Walter Canada Inc.**,  
8250 Rue Edison,  
Ville D'Anjou,  
Montreal, Quebec,  
H1J 1S8  
Phone: 514-352-3161  
Telex: 05-829657  
(WALCAN MTL)  
Attn: Mr. G. Laporte,  
*President*
- **Industrial Engineers Inc.**,  
G.P.O. Box 1838,  
6 Tung Fong St.,  
Yaumati, Kowloon.  
Phone: 3-888444  
Telex: 33121 (IEL HX)  
Attn: Mr. S.S. Chang,  
*Managing Director*  
Airport crash and rescue  
vehicles, municipal and  
refinery fire apparatus
- **Wing Heng Trading Inc.**,  
233 Elgar Drive,  
Nun's Island, Verdun,  
Montreal, Quebec,  
H3E 1E1  
Phone: 514-767-6119  
Attn: Mr. Y. Ling,  
*Manager*  
Building materials and  
equipment

## List of Exhibiting Provinces

### ALBERTA: Ministry of Economic Development Government of Alberta

11th Floor,  
10909 Jasper Avenue,  
Edmonton, Alberta,  
Canada T5J 3M8  
Attn: Mr. J.H.G. Perrett,  
*Director, Intl.  
Trade Promotion*  
Tel: (403) 427-0662  
Telex: 037-2638  
(ALINTRADE EDM)

### BRITISH COLUMBIA: Ministry of Industry and Small Business Development

Government of British  
Columbia  
Suite 315,  
800 Hornby Street,  
Robson Square, Vancouver,  
British Columbia,  
Canada V6Z 2C5  
Attn: Mr. M. Clark  
Tel: (604) 689-4411  
Telex: 04-55459  
(DED VCR)

### MANITOBA: Department of Industry, Trade and Technology

Government of Manitoba  
500-155 Carlton Street,  
Winnipeg, Manitoba,  
Canada R3C 0V8  
Attn: Mr. A. Pursaga,  
*Trade Development Officer*  
Tel: (204) 944-3122  
Telex: N/A

### NOVA SCOTIA: Department of Development

Government of Nova Scotia  
Market Development Centre,  
5151 George Street,  
Suite 900, Halifax,  
Nova Scotia,  
Canada B3J 2R7  
Attn: Mr. M. Larkin  
Tel: (902) 424-5316  
Telex: 019-22548  
(DOD HFX)

### ONTARIO: Ministry of Industry and Trade

Government of Ontario  
International Trade and  
Investment Branch  
900 Bay Street, 5th Floor,  
Hearst Block,  
Toronto, Ontario,  
Canada M7A 2E1  
Attn: Mr. Benny Ng  
Tel: (416) 965-5701  
Telex: 06-219786  
(TRADIN TOR)

### QUEBEC: Ministry of External Trade

Government of Quebec,  
Place Ville Marie, 23/F.,  
Montréal, Quebec,  
Canada H3B 3M6  
Attn: Mr. McCarigan  
Tel: (514) 873-2862  
Telex: 055-61760  
(M I C MTL)

### SASKATCHEWAN: Department of Economic Development and Trade

Government of  
Saskatchewan  
3rd Floor, Bank of Montreal  
Building,  
2103 — 11th Avenue,  
Regina, Saskatchewan,  
Canada S4P 3V7  
Tel: (306) 565-2232  
Telex: 0712675  
(IND-COMM REG)