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CANADA PARTICIPATES IN EXPO 85

TSUKUBA, JAPAN

The Department of External Affairs announced today the opening of the Canadian Pavilion at Expo 85, Tsukuba, Japan, which runs from March 17 until September 16. The 3,000 square metre Canadian Pavilion at this international science exposition demonstrates how technology supports the varied and enviable lifestyles Canadians enjoy.

Canada's theatres and exhibits treat the Tsukuba Expo theme, "Dwellings and Surroundings - Science and Technology for Man at Home," in a lively and enjoyable fashion. Sophisticated audio-visual techniques include multi-media and thirty-six projector slide shows, as well as a "live" movie. Telidon is featured prominently in the exhibit area using state-of-the-art video-text/videodisc combinations operated by touch screen.

For the first time at a world exposition in Japan, all Canadian participants are represented in one pavilion. British Columbia, Japan's closest Canadian neighbour and host of upcoming Expo 86 Vancouver, has a major film presentation in the pavilion as well as its own contingent of on-site staff. Alberta has provided the pavilion's VIP lounge complete with a specialist-oriented audio-visual program. The private sector is also involved through the participation of Annacis Auto Terminals Ltd., CP air, Emelia Frank Foods Inc., The Flag Shop, Kirin-Seagram Limited, McGuinness Distillers Limited, Les Miels Maurice Albert, Mitel Corporation, Molson Breweries International, Northern Telecom and Peerless Carpets Corporation.

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Another first for this exposition is "Studio Canada," a fully-equipped television broadcast studio within the Canadian Pavilion. The studio will be used by the Tokyo Broadcasting System (TBS) for a daily variety show from the expo site and is available to members of the Japan News Network offering the pavilion access not only to the 20 million visitors expected at the site but to all of Japan. The studio, currently undergoing final testing, has already been used by an Australian team for a live preview broadcast to Australia. Studio Canada, available to international broadcasters on an as available basis, can be booked through the pavilion and microwave/satellite transmission can be arranged through TBS.

The Canadian Pavilion at Tsukuba Expo 85 is under the direction of Commissioner General John M. Powles and is staffed by sixty Japanese-speaking Canadians.