

# Canada Weekly

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## Late news

As this issue went to press, Liberals had won 146 seats, Progressive Conservatives 103 and New Democrats 32 in the February 18 general election. No Social Credit candidates were elected or re-elected. Canadians will have a Liberal majority Government in the next Parliament.

Liberal leader Pierre Elliott Trudeau has become the fourth Canadian Prime Minister, along with Macdonald, Laurier and Mackenzie King, to be elected to that position four times.

The next issue of *Canada Weekly* will carry details.

## Report recommends ways to increase Canadian exports

*"Canada must lead out in a more determined way to capture a greater share of world markets in the face of tougher competition," according to the final report of the Export Promotion Review Committee. The Committee, established in December 1978 by the Department of Industry, Trade and Commerce, examined the effectiveness of existing government export promotion and support services.*

*The following excerpts from the report, entitled Strengthening Canada Abroad, recommend ways in which Canada may enhance its export situation:*

Canada needs a vigorous renewal of will on the part of corporate management and labour to maintain international competitiveness and to get out and win export markets. That renewal of will needs a supportive Federal Government with co-ordinated and focused export support services. The Federal Government should, therefore, make a high profile public commitment in support of Canadian exports. Active ministerial involvement is needed both in pursuit of contracts abroad and in emphasizing at home the enormous economic significance of international trade to the Canadian economy. Trade must become more important politically....

Public awareness of Canada's trade position with major nations must be

sharply increased. With international trade close to 25 per cent of output, the need to maintain international competitiveness in our economy should be a pressing public priority. Renewed effort is needed in international education. Private sector firms active abroad should make sure their boards of directors contain some members with international skills or experience. And the overall public commitment for the long term must be to encourage more firms to invest in foreign markets and view them as an integral part of business activity.

### Export Trade Development Board

As part of that fundamental commitment, Canada's export support services need to be co-ordinated on an ongoing basis, and



*Increased exports are aim of the Committee's final report.*

private sector involvement in the framing of priorities needs to be established. The Committee strongly recommends the formation of an Export Trade Development Board to supervise a more focused and co-ordinated approach to export support services. The purpose of this recommendation is to provide an opportunity for responsible private sector participation in a) the development of international marketing strategies and priorities (including co-ordination of those activities of the Canadian Commercial Corporation (CCC), the Canadian International Development Agency (CIDA), the Export Development Corporation (EDC), Industry, Trade and Commerce (ITC), External Affairs, and others which have an impact on export trade), b) the design and implementation of government support programs (principally within ITC), and c) the monitoring of performance based on the policies agreed by the Board.

The majority of Board members would be private sector executives, diverse both in terms of industry sector and geographic region; others would be heads of the major governmental agencies, corporations and departments involved in export trade. The Board would be chaired by a private sector executive and would report to the Minister of Industry, Trade and Commerce through whom the funds for export services are voted. Provincial co-ordination would be achieved through the geographic diversity of private sector Board members, selected with provincial government consultation, and through meetings of the Board with appropriate provincial government officers.

The need for improved co-ordination of Canada's activities abroad is urgent, and this recommendation has the vigorous support of the Committee....

#### **Tax incentives**

...The kinds of incentives envisaged include measures to reduce or defer the payment of income tax on export earnings, better carry-forward and carry-back provisions, and more liberal tax treatment of Canadians working abroad in the interests of Canadian trade. Because of the complex nature of this specialized area, the Committee recommends the formation of a government-industry task force to examine it further....

The Committee recommends that greater incentive be provided through the tax system for firms manufacturing in Canada to design, develop and market

their own unique products. The intent in so recommending is to promote the development of more exportable products on the one hand, and on the other to build the technology needed domestically for effective import displacement.

#### **Export marketing**

...Economic and trade considerations should be given greater weight in Canadian foreign policy and in the priorities of Canadian missions abroad. The Trade Commissioner Service has not grown appreciably over the past decade, and a greater proportion of government expenditures should be devoted to it.... The Committee endorses the development in recent years of greater trade and economic knowledge on the part of Canada's ambassadors. It urges that the process be encouraged further....

In the area of trade promotion, the Committee would like to see foreign posts opened faster in areas of sudden commercial significance to Canadian firms, even though diplomatic links may have to be deferred. Trade commissioners should receive longer postings, should specialize in a particular region of the world and should develop special knowledge of Canadian competence in the key industries of their regions during their recall periods....

#### **Financing and insurance**

...The Committee's opinion is that the government should ensure that the Export Development Corporation has access to funds which permit the effective cost of its offers to finance to be internationally competitive, especially in five- to 12-year term loans; and that when significant Canadian export business is at risk, EDC is able to match competitive financing by utilizing concessional rates. To make this possible, EDC should utilize its present profit margins and engage in linked parallel financing with CIDA. In addition, the Committee believes it would be useful if consideration were to be given to the issue of tax-exempt bonds in Canada to raise loan funds for EDC at rates which would enable them to compete more effectively.

A number of additional financing services are needed by Canadian exporters, and the Committee would like to see EDC offer them. These include: a) one- to five-year term fixed rate export financing (could be handled through Canadian commercial banks with EDC guarantee);

b) more flexible and broader insurance coverage, including partial cost escalation and currency fluctuation insurance; and c) earlier entry by EDC into the negotiating process with foreign customers. If government subsidy of EDC is necessary to achieve and maintain international competitiveness in financing services, such subsidy should be given....

#### **Trade and aid**

Canada's aid policy should be more closely related to what Canadian firms and institutions are able to deliver competitively....

The Committee strongly recommends a fundamental shift in the priorities of the Canadian International Development Agency to do fewer things more thoroughly and with broader involvement of Canadian firms. The thrust of the present administration towards a better trade-aid interface is welcomed. Specifically, a smaller percentage of the aid budget should be multilateral and more Canadians should be placed in the multilateral agencies to insure Canada gets a reasonable share of the work.

Bilateral aid should be more sharply focused to fewer countries and should be tied to Canadian output using Canadian skills and technology wherever possible, or using the project to help develop them. CIDA staff should be deployed more extensively in the field (identifying projects) and in developing sectorial expertise in conjunction with ITC....

The need for improved co-ordination is perhaps greatest between CIDA and EDC in the area of linked parallel financing. The Committee feels there is a strong likelihood that this type of financing will become more common in the future. Canada needs to move swiftly to ensure that Canadian firms are in a competitive position when faced with credit-mixte financing from their competitors. To avoid possible delays, the lead role in negotiating parallel financing arrangements should be taken by EDC. The creation of the Export Trade Development Board recommended earlier should help to avoid the past divergence between Canada's aid policies and her commercial capability.

#### **Capital projects abroad**

If Canada is to share in the growing proportion of world trade arising in the form of major turnkey capital projects, there is need for consistent high level ministerial

*(Continued on P. 8)*

### Multi-purpose satellite program

Canada will participate in a program to develop a large multi-purpose satellite (L-SAT) being planned by the European Space Agency, the Department of Communications has announced.

The Government may spend up to \$2 million or about 10 per cent of the total cost of the definition phase of the program. The European Space Agency (ESA) is planning the L-SAT for a variety of future applications, principally for telecommunications missions. British Aerospace is the prime contractor for the L-SAT program. When ESA approves the implementation phase of the program, L-SAT would likely be launched aboard ESA's *Arianne III* rocket in 1983.

Participation in the L-SAT program would help ensure availability to Canadian industry of a heavy satellite to carry payloads for future communications missions such as direct broadcasting by satellite. As well, the commercial exploitation of L-SAT by Europe could result in significant follow-on sales of Canadian subsystems and support services.

### Fish sales policy outlined

Direct sales of fish to foreign vessels will be permitted in 1980 where potential catches are surplus to the processing and marketing capability of Canadian industry, the Department of Fisheries and Oceans has announced.

Arrangements of this sort may be made by both processors' associations and fishermen's association. Species and quantities would be established by departmental consultations involving provincial governments, fishermen and processors, said the Department.

In the past several years, similar arrangements, known as "over-the-side sales", have been permitted in cases where additional market outlets were considered necessary to accommodate catches.

It was intended that the 1980 policy would permit the advantages and benefits of direct sales to foreign vessels to be realized in cases where catches were surplus to the ability of the Canadian industry to deal with them. At the same time, the arrangements should avoid the disruptions which direct sales have occasioned in the past two years.

### Rules for businessmen relaxed

Changes in immigration regulations encouraging entrepreneurs to immigrate to Canada have been announced by the Department of Employment and Immigration.

The changes deal only with the selection process and criteria. Entrepreneurs, who previously had to have a "controlling" financial interest in the proposed undertakings in Canada, are now only required to have "substantial" interest.

The new criteria place greater emphasis

on the entrepreneur's potential contribution to the Canadian economy and labour market — the number of new jobs that will be created, and the business expertise and creativity that will be injected.

The Department said that many potentially good entrepreneurs with productive ideas were being eliminated during the selection process just because they did not have the required "51 per cent" controlling interest. This change should result in an increased flow of entrepreneurs, which will help to generate more new jobs for Canadians.

### Space shuttle to carry Canadian inventor's creation

A Toronto university professor's invention will fly aboard the next series of flights by the U.S. space shuttle to study the weather high in the earth's atmosphere, reports Agnes Kruchio in the *Globe and Mail*, January 25.

Professor Gordon Shepherd, of York University's Centre for Research in Experimental Space Science, was one of more than 200 applicants from all over the world who competed for 40 places for scientific instruments aboard the third series of space shuttle flights planned by the U.S. National Aeronautics and Space Administration in 1984. Only seven candidates were accepted from outside the United States and only three Canadians.

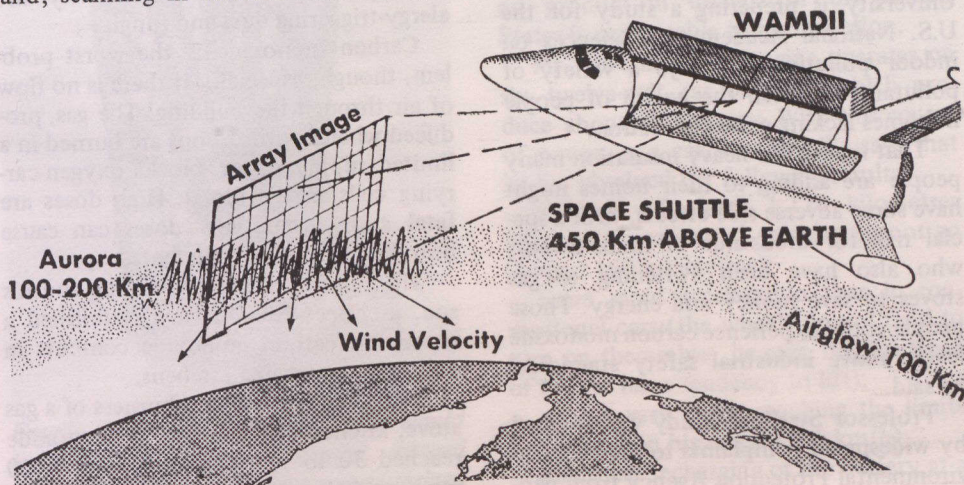
The instrument, called a Wide Angle Michelson Doppler Imaging Interferometer, will, in effect, be able to see the wind, Professor Shepherd said. The instrument will be housed in the space laboratory portion of the space shuttle and, scanning in different directions, it

will be able to detect light from atoms and molecules in a part of the atmosphere. If there is a wind in the upper layers of the atmosphere, the wavelength of the light from the particles changes. This will be detected by the instrument devised by Professor Shepherd and his team.

The instrument will be made up of 10,000 tiny light detectors which work as a tiny television camera to form a wind picture of the upper atmosphere. During a week-long shuttle flight, it is expected to collect as many as 250 million pieces of information about the winds.

"We will need a very sophisticated way of analyzing the information," Professor Shepherd said, adding that it will take about 10 years to complete the project.

"Up until now there has been no study of the weather at such high altitudes," he noted. "In the past, we have assumed that this region is very quiet, but it is very likely that the meteorology of these levels is connected to that at lower levels."



Canadian invention will measure wind in upper atmosphere.

## Wirecutters added to Canadian Forces choppers

A Canadian-designed and -built wirecutting device is being fitted to some of the helicopters used by the Canadian Forces to reduce fatalities when wires are encountered in low-level flight.

Blades mounted above and below the windscreen and a saw-tooth metal ridge running between them are being installed on all Canadian Forces CH-136 *Kiowas*. The entire fleet in Canada and West Germany is expected to be modified by April.

Wire strikes are responsible for 20 per cent of the fatalities in helicopter accidents throughout North Atlantic Treaty Organization operations. In the past five years, 226 wire strikes have resulted in 56 fatalities.

Following the investigation of an accident when a Canadian pilot was killed during an earthquake relief operation in Italy, the Directorate of Flight Safety at National Defence Headquarters concluded that in a helicopter wire strike, there was a 70 to 80 percent chance the wire would ride up the nose towards the rotor mast to entangle or sever the rotor system.

A study, which began in April 1977, led to the development of the basic Wire Strike Protection System (WSPS).



Canadian Armed Forces

*Wirecutters are attached above and below the windscreen.*

The final phase of testing for the system was conducted by the National Aeronautical and Space Administration (NASA) and the U.S. Army at the Applied Technology Lab at NASA's Langley Research Center near Norfolk, Virginia. A *Kiowa* was raised by two cables to 100 feet and released in pendulum fashion to swing at a speed of 40 knots to hit the

wire. The cable, made of .38-inch seven-strand steel with a breaking strength of 11,000 pounds, was cut cleanly without causing hesitation or pitching movement to the helicopter.

The Canadian invention is now being evaluated by the U.S. Army with a view to equipping its own helicopters with the wirecutters.

## Air-tight house could be hazardous to health

A solid, well-insulated house may be hazardous to your health, according to a study by a British Columbia University professor.

Theodore Sterling of Simon Fraser University is preparing a study for the U.S. National Academy of Sciences on indoor pollution. He says a variety of pollutants threaten the health of people in homes lacking good ventilation.

That means the heavy insulation many people are adding to their homes might have some adverse side-effects, with a special risk for thousands of home-owners who also have been switching to gas stoves to save money and energy. Those people could experience carbon monoxide levels above industrial safety standards, he said.

Professor Sterling's study was sparked by widespread complaints to the U.S. Environmental Protection Agency from people suffering from headaches, nausea and

other symptoms in tightly sealed buildings.

Among the pollutants, besides carbon monoxide, are oxides of nitrogen, cancer-causing hydrocarbons, radioactivity and allergy-triggering dust and fungi.

Carbon monoxide is the worst problem, though, especially if there is no flow of air through the building. The gas, produced when hydrocarbons are burned in a limited supply of air, blocks oxygen-carrying cells in the blood. High doses are fatal and chronic low doses can cause heart and respiratory ailments.

This spring, Professor Sterling and his son, architect Elia Sterling, published a report on carbon monoxide contents in nine Vancouver-area kitchens.

With pots on four top burners of a gas stove, kitchen levels of carbon monoxide reached 30 to 120 parts a million in 20 minutes and rose nearly as high in other parts of the house. Unless windows were

opened, hours passed before levels dropped to normal.

The U.S. Pollution Standard Index considers 46 parts a million hazardous, while industrial standards range from 50 to 100 parts a million for an eight-hour exposure.

Professor Sterling said none of the houses was particularly well insulated, and levels could be correspondingly higher in well-sealed homes. He said cases of acute carbon monoxide poisoning already have occurred in "over-insulated" homes.

More efficient stoves are not the answer, Professor Sterling said, because that would mean greater output of nitrogen oxides, which are known to cause respiratory disorders.

Good housing design is needed, he said. The simplest solution is improved ventilation, which does not necessarily mean heat loss, Professor Sterling said. It is possible to extract much of the heat from polluted air before it is exhausted.

## Kids hospital treats mummies too

Djemaetesankh is without question the oldest patient to enter Toronto's Hospital for Sick Children.

When X-rayed by the hospital's whole-body computer-assisted tomography (CT) scan, Djemaetesankh was about 2,700 years old. For the past 70 years or so she has been in the Royal Ontario Museum (ROM).

Dr. Derek Harwood-Nash, radiologist-in-chief at the Hospital, said CT scans of Djemaetesankh were the first ever reported of a mummy within its casing. Mummies, including Djemaetesankh herself, have been subjected to conventional X-rays, which could not show much detail.

### Layer at a time

In tomography, an object is X-rayed in layers or slices by focusing on one plane at a time in such a way that details in other planes are excluded.

Computerized tomography makes lightning calculations from measurements from many slices taken in rapid succession to build a picture of the whole with finer detail than ever achieved by X-ray before.

One "slice" for example taken at the hip level shows an internal organ, probably the uterus, and outlines the pelvic bones and the bones of the young woman's small hands as they rested in death on her abdomen.

Nicholas Millet, a curator in the ROM's Egyptian department, said he wanted to know if the mummy was deteriorating and what objects were inside the casing with the body.

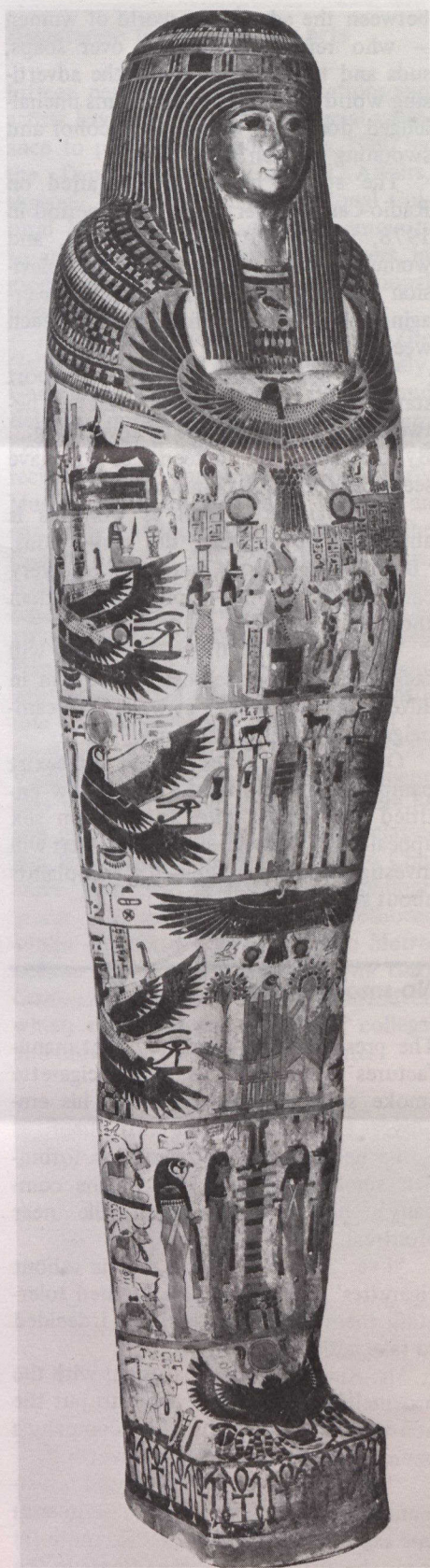
Decomposition is still possible even with a mummy that has survived thousands of years. If that happened, the mummy would have to be removed, autopsied and disposed of.

Otherwise, it can ruin the casing which is beautiful and also provides information of archaeological interest, Dr. Millet said. Djemaetesankh was found to be in good health.

Dr. Millet said Djemaetesankh's name means "the goddess Mae-et has said that she will live" — probably reflecting her parents' fears in days when countless babies died at or soon after birth.

Dr. Millet said the scans showed that the coffin contained three objects, probably gold, and possibly a jewel.

A rectangular plate covers the incision



*Fragile coffin of Djemaetesankh would have been damaged if opened, instead contents were examined by computerized tomography.*

in the left side of her abdomen made by the embalmer to remove the intestines. The Egyptian embalmers removed internal organs (except the heart) from the chest and abdomen for separate embalming before wrapping and returning them to the body cavity.

The incision was covered with a plate of metal or wax imprinted with a symbol representing the eye of Horus.

A scarab, about two inches long, rests over Djemaetesankh's heart while an amulet, probably of a vulture or possibly of a scarab with wings, lies on her chest — a "poor man's version" of the magnificent amulet that lay upon the breast of Tutankhamen, said Dr. Millet.

Dr. Harwood-Nash said "an educated guess" from what the X-rays reveal of the texture and structure of her bones suggests that Djemaetesankh was in her late teens or early twenties "in exceptionally good health".

Dr. Millet said the coffin was quite fragile and would have been seriously damaged had it been opened. It is made of a kind of "primitive fibreglass", called cartonnage, made by winding linen sheets saturated in an adhesive over a hollow wooden mould.

## Revolutionary engine

Gilles Léveillé, a 39-year-old resident of Drummondville, Quebec, believes he has invented a revolutionary electrically-powered engine.

Although his invention is four years old, Mr. Léveillé wanted to carry out all the necessary tests before making his discovery known. He has applied for a patent, and his agents have told him that no product in Canada or the United States is comparable to his invention.

Mr. Léveillé's new engine operates on six twelve-volt car batteries which produce about 80 amperes. With this source of power in a car, Mr. Léveillé says that he has obtained the following results:

- a range of about 1,120 kilometres (current experimental vehicles do not go beyond 160 kilometres);
- more rapid acceleration than in conventional cars (the wheels do not tend to turn on themselves, he says, but the front of the car has a tendency to lift);
- speeds very easily reaching the limits authorized on highways (100 km/h);
- electrical recharging of the battery at a tiny fraction of the cost of a tank of gas.

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## 'Anti-advertising' campaign started by Quebec feminists

The Quebec Council on the Status of Women has made advertising, which it calls the most sexist-laden medium, the target of a \$500,000 anti-sexist campaign.

"Advertising flaunts sexism in all its splendour," says council president Claire Bonenfant. "Women have to be made aware of that discrimination."

The "anti-advertising" blitz puts Quebec a step ahead of any similar campaign on the federal level.

Former Federal Communications Minister David MacDonald, noting that sex stereotyping in the media was a serious and complex issue, abolished a committee established by the previous Liberal government to study the matter because he said action, not more studies, was needed.

This left the national responsibility to the Canadian Radio-television and Telecommunications Commission, which has established a "study group" aimed at developing guidelines to eliminate sexual stereotyping.

Mr. MacDonald said this group would have representatives from the advertising and broadcasting industries, women's associations and the federal Council on the Status of Women.

Quebec's government-appointed Council on the Status of Women, meanwhile, has commissioned a series of four television commercials to create that other "point of view for women", as its key antidote against sexual stereotyping.

The first, currently being aired on all Quebec French-language stations, stars several nursery school children playing with traditional toys — boys with trucks, girls with dolls.

The girls and boys swap toys and viewers are told: "Children aren't responsible for sexual discrimination — we are".

"We're hoping to pressure advertisers, by embarrassing them if we have to, into creating non-sexist commercials," says Micheline Paradis, the council's information director. "We've had a great response to this first series from the public so far."

The choice of television as the medium for the council's message was a deliberate one.

An extensive study sponsored by the council, "L'image des femmes dans la publicité" (Images of Women in Advertising), researched by feminist columnist Catherine Lord, clearly outlines the rift

between the advertising world of women — who reign benevolently over soaps, suds and toilet paper — and the advertising world of a man — who claims unchallenged dominion over cars, alcohol and swooning women.

The study, based on ads aired on Radio-Canada over a one-week period in 1978, points out that Quebecers, and women in particular, watch more television than anyone else in Canada — averaging 24.2 hours before the set each week.

"And during that week," the report states, "an average viewer watches between five to seven hours of advertising.... By the age of 17, a teen-ager will have seen some 350,000 commercials".

Man's image as well as woman's is abused in advertising, the study adds. "But although men's images are also very caricatural, they are more positive than those of women."

The remaining three TV spots will tackle sexism and self-esteem, sexism in advertising and sexism at work. The campaign will last until mid-June.

Other battle tactics include anti-sexist pamphlets and posters, a slide show entitled *Le sexe a pile*, (a play on sex appeal) and a special committee that will investigate Quebec women's complaints about sexism.

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## No-smoking bonus

The president of a company that manufactures hockey sticks hates cigarette smoke so much that he offers his employees a \$500 bonus to quit the habit.

To help them get started, he's forbidden smoking of any kind at the company's plant in Drummondville near Montreal.

"I've always had a phobia about cigarettes" Marc Ruel said. "I tried tolerating them, but four years ago I decided to take action."

Mr. Ruel said he had to fight with the provincial ministry of revenue to put the non-smoking bonus in his company's operating expenses, but it was worth it.

"I consider this bonus as a good investment because it reduced our absenteeism rate considerably," he said. "No more flu from the first microbe that floats in the air, no more coughs."

The company also offers to pay the \$182 registration fee at the local gymnasium for any of the 100 employees

who want to join — as long as they work out at least three times every 15 days.

Mr. Ruel rarely hires smokers: "You can call it discrimination if you like, but it's an unwritten rule at my place," he said. "We single out the smokers and send them to the end of the line."

Mr. Ruel added that his anti-smoking campaign has had considerable success since it began and estimated some 30 per cent of his management personnel have given up the habit.

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## Model airplanes research North

Model aircraft, once merely a source of hobbyist enthusiasm, are helping Canadian scientists in their Arctic research.

Government researchers are analyzing data on sea ice and the Arctic Ocean collected by a specially-designed model airplane during successful field trips last spring near Dundas Island, about 650 miles from the North Pole.

Before the model aircraft was used, the scientists were unable to obtain accurate information on the polynya phenomenon — an area of open water within growing ice.

Dave Topham, a Fisheries and Oceans' Department scientist, who has a background in aeronautical engineering, had been aware of the use of models in other projects, including the whale surveys conducted by scientists at Fisheries and Oceans' Arctic Biological Station at Ste. Anne de Bellevue, Quebec. He saw the possibility of outfitting a model to fly over a polynya and transmit necessary temperature, barometric pressure and light reflection data back to the earth-bound scientists.

Mr. Topham and his group had discovered a technique which was more accurate and could be conducted for less than half the expense of a conventional aircraft survey which costs about \$10,000 a field trip.

The model was designed specifically for Arctic conditions. Weighing 20 pounds and capable of carrying 10 pounds of instruments, batteries and fuel, the craft's 10-foot wing is made of styrofoam and plastic film. The fuselage is constructed of styrofoam and light arborite, materials that are unaffected by temperature and humidity extremes, are easily repaired, and will float if the model hits the water.

# News of the arts

## Lightfoot, Murray artists of decade

Gordon Lightfoot and Anne Murray have been chosen Canadian male and female recording artists of the decade in a survey conducted by the Canadian Recording Industry Association and the Canadian Academy of Recording Arts and Sciences.

The survey results also name The Guess Who as Canadian group of the decade.

Brian Robertson, president of both recording organizations, said the awards were determined by an analysis of the success of Canadian artists on the country's best-seller charts and from a poll of members.

"Gordon Lightfoot and Anne Murray have maintained a consistent chart visibility in the last ten years," said Mr. Robertson. "And the dominance of The Guess Who in the early Seventies was enough to give them an edge in the chart analysis and the vote of the members," he said.

## TV film sold abroad

*A Gift to Last*, the Canadian Broadcasting Corporation's recently cancelled family drama starring Gordon Pinsent, has been sold to networks in Belgium, Austria, the Irish Republic and South Africa.

The series had been sold previously to several U.S. educational networks. It is written by Pinsent and Peter Wildeblood.

## National Ballet dancer win awards

Peter Schaufuss, principal dancer with the National Ballet of Canada, has become the first dancer to win two of London's most prestigious theatre awards in one year.

Recently Schaufuss was awarded the twenty-fifth Annual Evening Standard Drama Award for ballet for his staging and dancing in *La Sylphide* for the London Festival Ballet last season. In November, Schaufuss also won the ballet award of the Society of West End Theatres.

Schaufuss, who will not be dancing with the National Ballet in the upcoming Toronto season, is dancing in February at the Paris Opera Ballet with a number of other guest artists including Nureyev.

## Assistance to performing arts

Fifteen performing arts organizations and artists have been accorded financial assistance to perform abroad during 1980 by the Department of External Affairs, through its Bureau of International Cultural Relations. This assistance amounts to approximately \$60,000 and covers, in most cases, the cost of international transportation.

Among the fifteen recipients are: *The Galliard Ensemble*, which will tour Italy, Germany, Ireland, Scotland, England and Belgium during February; *The Toronto Consort*, which has been invited to give a recital at the prestigious York Early Music Festival in England on April 13, an engagement which fits in well with the Consort's tour to Germany, Austria, Wales and three other cities in England; *Louis-Philippe Pelletier*, winner of the 1979 Arnold Schoenberg International Piano Competition in Rotterdam, who will give a recital at the Schoenberg Institute of the University of Southern California in Los Angeles on March 21; Violinist *Lorand Fenyves*, who will spend two weeks in Tokyo in March, where he will give a series of public master classes and will perform the Bartok Violin Concerto with the new Japanese Philharmonic Orchestra, and the Beethoven Violin Concerto with the Tokyo Metropolitan Symphony Orchestra; *The Gary Guthman Orchestra* from Vancouver, which has organized a tour of colleges and universities in the United States.



Peter Schaufuss

## National Film Board wins awards



The National Film Board of Canada recently won two awards at the X Scientific Film Festival in Rio de Janeiro, Brazil. Marc Lemieux, Canadian Consul in Rio de Janeiro (left) receives the "O Globo Trophy" for *Beluga Baby* from Mario Mello, from O Globo's executive board. The NFB also won a Special Diploma for the film, *Blowhard*. The international contest was jointly sponsored by Embrafilme (The Brazilian Film Institute), Riotur (The Rio de Janeiro Tourist Office), the Department of Education of the Rio de Janeiro State Government and the newspaper, O Globo. Ten countries, comprising 30 entries, participated in the festival.

## CBC documentary for U.S. release

The Canadian Broadcasting Corporation will edit and release the television documentary *Connections* to the United States under the title *Connections: How Organized Crime Works*.

The U.S. version will consist of five half-hour programs and will be released through Post-Newsweek Stations Inc. The programs will have Morton Crim as host and will examine the loan shark connection, the kidnapping connection of John Paul Getty II, the New York connection, the biker connection and the connection between real estate and gambling in Atlantic City.

The series will be offered at the National Association of Television Program Executives convention this month.

## Export report (Continued from P. 2)

support of Canadian efforts. Prime ministers, presidents and monarchs of other countries have been used to support their firms. The stakes are high, and there is need for appropriate focus, but major turnkey projects have become politicized and Canadian political leaders must lend their weight too. The appointment of a minister responsible for international trade is seen as a very positive step in this connection.

The scale of some of these projects is so huge that often technically capable firms will not bid because of the possibility of unforeseen crippling risks for which insurance is difficult or impossible to obtain.

The Committee, therefore, finds merit in the creation of a public-private facility, on a joint ownership basis, for risk evaluation and assumption of major risks in procurement and delivery of large capital projects for export markets. It is recommended that a contingent liability fund be established by the Federal Government for the recommended new facility, and that it operate on the principle of cost recovery rather than subsidy. The new facility would report through the Export Trade Development Board to the Minister of Industry, Trade and Commerce.

### Export and small business

...Many small firms which could be exporting are not. Many of them are unaware of Canadian export services and many are intimidated by unknown documentation procedures and currency risks. It is recommended that government export support services be directed towards small firms, that simpler export credit insurance procedures be offered, that help be given with documentation, and that trading houses be encouraged to operate in areas beyond the major cities.

In general, the Committee feels that

small Canadian firms that are internationally competitive should be given major economic incentive to overcome the cash flow impediments to growth and to exploit their competitiveness to Canada's advantage.

### New skills required

If Canada is to build on its strength as an exporter of raw products so as to include

export of more differentiated manufactured goods, new skills must be learned and the climate for learning them must be made more attractive. It is the position of the Export Promotion Review Committee that a significant opportunity now exists to increase the volume and alter the mix of Canadian exports, and that the need to do so is pressing and urgent in terms of Canada's international payments....

## News briefs

The Canadian International Development Agency will provide \$248,000 to carry out a study designed to evaluate methods of streamlining inventory procurement and communications systems within the state mining corporation of Bolivia (Comibol). The Bolivian government has indicated that it will invest \$100 million in mining equipment, and Canada is expected to receive a substantial portion of this business. The study will be undertaken by the firm of Interimco International of Ottawa and will be funded from the Industrial Cooperation Division of CIDA under the terms of its recently announced Canadian Project Preparation Facility (CPPF).

A trade mission from Quebec, headed by provincial Minister of Industry, Commerce and Tourism Yves Duhaime, recently paid an official visit to Cuba. The Minister and nine Quebec manufacturers were received by ministers and top officials in Cuban foreign trade, tourism, transport, economic co-operation and primary industry. Trade matters and Quebec-Cuba exchanges were discussed, within the larger context of Canada-Cuba relations. Cuba is Quebec's tenth-largest customer. The Minister extended invitations to Cuban officials to visit Quebec in the summer of 1980 and urged Cuba's participation in *Les Florales internationales de Montréal 1980*, the international horticultural exhibition to be held in Montreal from May to September.

Northern Telecom Limited of Montreal said its subsidiary, Northern Telecom International Limited, was the successful bidder for a contract to supply South Korea with digital transmission equipment worth an estimated \$90 million. Northern Telecom said details of the three-year contract are still to be negotiated.

A \$35-million contract to design a \$2-billion section of a university in Saudi Arabia has been won by a group of Canadian companies. Carl Schwarz, vice-president of Campus Consortium Consultants Ltd., said it will take three years to complete the design for the men's campus, one of three parts of the future university.

Health and Welfare Canada has announced a 17.3 percent increase in the Medical Research Council (MRC) budget for 1980-81, bringing the total to \$82.2 million. This represents \$11.9 million in additional funding for MRC extramural programs over the 1979-80 budget. The Medical Research Council is one of three granting councils with major responsibilities for the federal support of basic and applied research carried out in Canadian universities and their affiliated institutions.

The Export Development Corporation (EDC) and Bancomer S.A. recently announced the conclusion of a \$2.35-million (U.S.) joint agreement to finance the sale of a sawmill by Forano Inc., Plessisville, Quebec, to Cia Maderera del Guadiana S. de R.L. de C.V. of Durango, Mexico. EDC is providing \$1.5 million with Bancomer S.A. of Mexico providing the balance of \$850,000. Bancomer is Mexico's largest commercial banking system with assets in excess of \$4 billion (U.S.) and an extensive network of branches throughout Mexico. This is expected to be the first of several joint financing arrangements between EDC and Bancomer assisting Canadian sales to Bancomer clients in Mexico.

Sir William Stephenson was not the author of *A Man Called Intrepid* as reported in *Canada Weekly* dated February 13, 1980. Canadian journalist William Stevenson penned the book, which outlines Sir William's activities as an Allied agent during the Second World War.

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