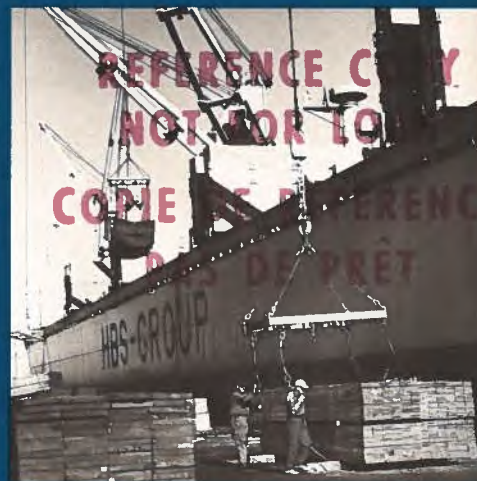


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Quarterly Review



Canada Commerce

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Minister

Jack H. Horner

Minister of State for Small Business

Anthony C. Abbott

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Upcoming Events

The Inter-American Development Bank will hold its Annual Meeting in Vancouver, B.C. April 17 to 19, 1978. The Bank's prime function is to offer loans to developing countries in the Western Hemisphere. Over one and a half billion dollars in loans are authorized each year and this high level of lending generates many opportunities for the sale of Canadian goods and services.

How can Canadian businessmen land some of these contracts? Will the Vancouver meeting offer a chance to make contacts? These are questions we will tackle in the initial issue of the Canada Commerce Newsletter.

Editorial

“What good is an assistance program if the public sector does not consult with the private sector to find out how best it can serve its needs?”

The Canadian economic system, as that of other industrialized countries, has come to a turning point and many industrial sectors find it somewhat difficult adjusting to it. Their survival depends largely on innovation, new outlets and continuing dialogue with the public sector.

Recognizing these facts, the Department of Industry, Trade and Commerce (ITC) launched Enterprise Canada 77 (EC 77), an exercise intended to let industry know about assistance programs and find out how it can use them to better advantage to promote employment and improve the economic situation.

Industry responded well. The report of an ITC information officer gives some of the feedback — praises, suggestions and criticism from both sectors. Those who did not participate in EC 77 will no doubt appreciate the remarks made by their fellow businessmen or their colleagues.

The dialogue is on — let's keep it going for Canada's sake!

Trading with Japan is by no means easy, and it has been one of ITC's major preoccupations to improve it. The Framework Agreement signed by both countries' prime ministers has been beneficial to our trade and economic relations. However, businessmen need to take a closer look at the potential that trading with Japan holds for all industrial sectors.

As well, there is an interesting report on the Japanese market workshops held across Canada. The aim was precisely to give Canadian businessmen information on how to approach the Japanese market.

For those who are interested in industrial energy saving, ITC has a new research and development program called Industry Energy Research and Development Program (IERD). It is designed to encourage and assist in the research and development of new and improved processes and equipment to reduce energy consumption in industry.

The Enterprise Development Program (EDP) reports on its activities for 1976 and 1977. It also urges companies to adopt good planning and management practices, illustrating its advice with the case history of Atlas Hoist and Body Inc.

The Promotional Projects Program explains its “raison d'être” and presents a chronological list of fairs and events to be attended by the Canadian government and industry.

And, finally, a report on the Canadian trade mission to European Communities — earlier known as European Common Market. “Joint ventures” in developing countries was constantly surfacing during the two day visit. The Hon. Jack H. Horner, ITC minister, directed the informative mission in Brussels.



Enterprise Canada 77

Reactions, Comments and Expectations



As this is being written the fall phase of the Enterprise Canada 77 program is more than 80 per cent completed and heading into the home stretch. Canada Commerce was asked to take a look at how this phase of the operation went in the field.

Some may claim that it's really too early to assess the program not only because the program itself is incomplete but also the regional offices and the various task forces have not completed their detailed reports.

What follows here is a preliminary evaluation of EC 77, probably the biggest and most ambitious project ever undertaken by this department. This unique ITC initiative was a titanic task involving mind-boggling and often nightmarish logistics to get audiences, participants, speakers and literature all at the right places and the right times. During the September-December period some 160 events were staged many of them in conjunction with provincial governments, trade associations, professional organizations and chambers of commerce.

Current ITC reports indicate attendance at EC 77 events has been good with 6,202 business people participating in ITC co-sponsored events while another 1,155 business people were involved with EC 77 export workshops. Nineteen federal government departments and agencies participated.

The Honorable Jack H. Horner, minister of industry, Trade and Commerce, speaking to businessmen during the inauguration luncheon of Enterprise Canada 77, in Winnipeg, Manitoba.





EC 77 both in its spring consultative phase and the fall report-back operation was orchestrated to combine both a comprehensive consultative exchange and a co-ordinated promotional effort. The department took its programs and policies to its business clientele across the country and solicited client critique and response to all of the available programs and services of business assistance — not only from ITC but from other federal and provincial governments and agencies as well.

But why the Enterprise program?

Senior management of this department recognized a communications gap existed between ITC and business. When he launched EC 77 in Calgary last September, the Hon. Jean Chrétien said: "We can bounce information off satellites 22,000 miles up, but we sometimes have trouble getting our information to you on the ground." EC 77 sought to demonstrate a concern for and an appreciation of the views of business and industry; to provide these publics with an input into government programs; to indicate a departmental flexibility and responsiveness to changing domestic needs; and, to take ITC programs and services to the public.



The Honorable Jean Chrétien, federal minister of Finance, during a press conference following Enterprise Canada 77 Day, in Shawinigan, Québec.

The objectives of this program were to enhance business development, foster international competitiveness and stimulate job growth and productivity.

From the spring consultative phase came one loud, clear and unanimous message: End the confusion and duplication of government programs and at the same time cut down on the paper work.

So how did the program go?

The reaction by the business public while mixed, was positive.

For example, Earl Brown, manager of the Moose Jaw Chamber of Commerce, told Canada Commerce the spring consultative phase was more relevant to business in Moose Jaw than the fall phase of the enterprise program.

"We've no complaint with the philosophy and the objectives of the fall program," Mr. Brown said, "but a dinner speaker while interesting was not really relevant to our needs here. I realize it was a report back operation but most of our members still want to discuss problems and opportunities. Your fall program really did not provide a meaningful dialogue."

"In this part of the country", Mr. Brown added "you haven't reached as many business people as you intended." What is needed in the future, he believes, are more workshops and seminars with sufficient lead publicity to attract business "and that means a highly committed regional office with sufficient dedicated and qualified staff."

Reflecting on the program as a whole, Mr. Brown observes: "Some business people are still skeptical and are wondering if this is a government brainwave today and a shelved project tomorrow. I hope this program goes forward because we, in the Moose Jaw area, see that the greatest challenge facing Ottawa is wrestling with the problem of low productivity."

B.K.J. Bragoli, president of the Hamilton Chamber of Commerce and chairman of an EC 77 finance workshop wonders "if we had the right program and the wrong participants, or the right participants and the wrong program." The participants in his workshop asked few if any questions.

"To be fair," he said, "there will have to be a six-month period of evaluation to accurately measure the overall effectiveness of the program. At the moment I'm disappointed that so far I've received no calls from any of the participants asking for information or advice." He also thought that many small businesses did respond to invitations to participate in the workshop. In his opinion one of the reasons for so few questions may be attributed to the timidity of some business people who may have felt that their particular problems were either too insignificant or irrelevant.



Oshawa businessman Ronald Gray told Canada Commerce that panel sessions gave out a lot of useful information to business executives at all levels.

Mr. Gray, who is vice-president and general manager of Monarch Marking Ltd., chaired a marketing workshop in October.

"I found that in some instances these workshops provided an excellent exchange of views, even allowing some participants to give vent to their frustrations in dealing with a multiplicity of government levels, services and programs."

EC 77, Mr. Gray noted, provided businessmen and businesswomen with a wide range of government contacts at all levels.

Government panelists gave good presentations, he said.

"As a general observation, participants were more interested in the Canadian market than the international one. The question period brought out this point," Mr. Gray recalled.

While the workshop was sparsely attended, Mr. Gray said participation was excellent. "I personally feel EC 77 was a sincere effort on the part of ITC and other government bodies to inform business people about programs and services available to them."

One businessman who attended this particular session noted that the audience mix varied extensively from a swimming pool manufacturer to a brass castings manufacturer. "Maybe some thought should be given to programs for separate industry sectors instead of mixing them up even though we may have common problems," he suggested.



M. Paul Th  berge, Director of the Montr  al ITC Regional Office, welcoming businessmen from the Estrie area to the Sherbrooke Day of Enterprise Canada 77.

A Dundas, Ontario senior executive noted: "While your programs were general in nature you did convince a lot of managers and executives that government is easier to approach and do business with than was previously thought."

R.G. Doel, president and chairman of Do-Tan Tool and Gauge Ltd., said: "What you tried very well to get across was a general message of co-operation, goodwill and assistance to a very broadly mixed audience — and this is a very difficult thing to do."

Mr. Doel chaired a productivity workshop in October for ITC.

"An awareness did come through that despite all the levels of government and the multiplicity of services and programs there actually is a place to start getting answers to business problems — it's with ITC," he said.

"Up to now," Mr. Doel emphasized, "most small businesses have really experienced great difficulties getting on the bandwagon of government programs. Maybe your Enterprise Development Program is going to make it easier for the little guy to get help quicker because up to now submissions for grants and assistance have taken up too much time, money and effort for most small business operators."

"The real proof of EC 77 will be six months from now," he said, "when you count the number of business people knocking on your regional office doors for more information and assistance with their business problems."

"In the meantime ITC should publish success stories based on actual cases of government-industry co-operation to solve problems," he said. "Nothing succeeds like success."

On the other hand a Peterborough executive commenting on EC 77 said: "What's changed?"

Hal Dickout, manager of small motors for Canadian General Electric thought EC 77 was a good promotion program for ITC: "Your presentations were too general and the format of your meetings was not good. Decentralization, for example, was often mentioned by speakers who never really explained what this was going to mean to business and industry."

"The people you sent to advise and comment were keen and capable but they never got down to specifics on such subjects as decentralization and simplification of systems and procedures in government programs."

Mr. Dickout chaired a marketing workshop in the EC 77 program.

That's the business point of view. What about ITC's point of view?

Canada Commerce talked with Clay Bullis, director of ITC's regional office in Edmonton responsible for Alberta and the Northwest Territories region.

"EC 77 was an extremely necessary exercise in order to let business people know the full range of all government services available for business development," he said.

Mr. Bullis noted that the seminars, workshops and one-on-one interviews were particularly useful and meaningful to business people in his region.

"On the one-on-one interviews advice was freely given and in some instances taken up," he reported.

"We were surprised at how surprised some of our customers were when they learned how easy it is to deal with ITC and other levels of government," Mr. Bullis said.



One of the ten display stands of the Department of Industry, Trade and Commerce. Businessmen could obtain all sorts of information from the attendants and collect a variety of useful material.

Mr. Bullis is the first to admit there will be a lot of follow-up activity with EC 77 contacts and he added: "We envisage an active program of company calls and speaking programs." The success of the program will be in the case work and the handling of applications for EDP assistance.

In Saskatchewan, Doug Caston an officer in the ITC Regional Office noted that newcomers to the business scene were more respondent to the EDP program.

"We were able to convince a lot of young business executives and newcomers that they can make the ITC Regional Office their one-stop shopping centre for information on all government programs and services," Mr. Caston said: "This effectively counters the complaint so often heard that there are too many places to start. We suggest businessmen start with us as we don't have a parochial point of view and we think we have a broad knowledge of all government programs."

"Sure we had some problems," he recalls, "some meetings were not well attended but others were. Some audiences responded, others didn't. But on the whole I think we got across a positive message that we're not just a bunch of bureaucrats talking off the top of our heads, that we do have a program and a service to offer our clientele."

Apart from the opinion surveys there are other performance indicators such as media response to the federal presence in many of the communities across Canada that couldn't remember the last time a parliamentarian or government task force came to call.

Opinion surveys, preliminary reports and media response seem to indicate that ITC connected with business. How efficiently we communicated is still to be determined.

When the fall phase of EC 77 was launched in Calgary, in September, company executives noted there were no startling announcements about change for the sake of change. Rather, EC 77 was projected as a government program designed to get business and government working together to get the economy moving.



Canada-Japan Trade



Unprecedented industrial growth in Japan and Canada's ability to supply needed industrial materials and agricultural products have been the chief contributors to rapid growth in Canada-Japan trade over the last decade.

This high degree of interdependence exists now and offers immense potential for even closer, more mature trade and economic relations in the future. Forecasts are that the next 10 to 20 years will bring a broadening of the range of products traded and growth in the importance of investment and technology flows.

Current Trade

In 1976, two-way trade reached record levels of close to \$4 billion. Canadian exports to Japan were almost \$2.4 billion while imports from Japan were about \$1.5 billion. Japan also continued to be Canada's second largest trading partner and Canada was one of the few countries that had a favourable merchandise trade balance with Japan.

Agricultural products, including grain, represented 35 per cent of total Canadian exports to Japan in 1976. Fabricated materials and end products totalled 21 per cent and the balance was industrial materials including coal (22 per cent), copper (9 per cent), wood pulp (7 per cent) and soft wood lumber (6 per cent).

At present, Japan is Canada's largest single export market for agricultural products taking 90 per cent of total Canadian exports of rapeseed, 24 per cent of barley, 93 per cent of pork and 15 per cent of wheat.

In the raw materials area, Japan is Canada's leading market for coal (taking 93 per cent of total exports), copper ore and concentrates (74 per cent), lead ore concentrates (57 per cent), molybdenum (36 per cent), and Canada's second largest market for pulp (8 per cent), zinc (19 per cent) and aluminum (15 per cent).

Japan's significance as a market for Canada's resources and agricultural commodities is linked particularly to the western Canadian economy and Japan's demand has been sufficient in many cases to provide the basis for increased production in Canada.

Because of Japan's critical dependence on foreign sources of raw materials, the Canada/Japan trading relationship assumes an importance beyond the values involved. Similarly the magnitude and diversity of the Japanese economy offers opportunities for the advancement of Canadian industrial development.

The Outlook for Canada/Japan Trade and Economic Relations

The potential for future development of Canada/Japan trade and economic relations is exciting. Japan is already the world's second largest free market economy and the third largest trading nation. Trends are evident that suggest particular opportunities for Canada over the next 10 to 20 years.

Though the rate of growth in the Japanese economy has slowed from record levels, Japanese economic expansion is expected to be relatively higher than in other industrialized countries. As such, Japan will remain the major market among the industrialized countries for industrial materials and agricultural products.

Japan has had a highly dynamic industrial structure in which resources have been steadily moved toward high-growth sectors. With a heavy dependence on imports for its energy supplies, high concentration of heavy industry and rising labour costs, Japan is expected to place particular emphasis on the expansion of its high-technology, energy-consuming industries. At the same time, it will be responsive to involvement in processing of industrial materials by those countries of origin that possess adequate supplies of energy and which have suitable industrial sites.

Japan will soon become the world's second largest source of foreign investment. Total Japanese foreign investment abroad reached \$20 billion in early 1977 and is predicted to grow to \$35 billion by 1981 and to \$80 billion by 1986.

Though still an importer of technology on a payments basis, Japan's rising level of technology will lead to increased exports of technology. At the same time, because of the sophistication of its industrial structure, Japan will have to acquire from other countries up-to-date technology in areas where it itself is deficient.

Since 1968 Japan has become a more open market, and this fact coupled with the country's increased affluence has produced one of the fastest-growing markets in the world for many imports. Further liberalization which could result from the Tokyo Round of Multilateral Trade Negotiations would continue this trend.

These developments offer major opportunities to enhance the already important bilateral relationship between Canada and Japan.

An Approach to Economic Co-operation

It is against this background that the Canadian and Japanese governments have evolved, over the past three years, the concept of economic co-operation as a means of creating a favourable climate in which Canadian business can increase its involvement with Japan and in which the potential areas such as investment, joint ventures, expanded intercorporate relations, and exchanges of technology can be furthered.

The commitment of the two governments to this approach was underscored by the Framework for Economic Co-operation that was signed by Prime Ministers Trudeau and Miki in October 1976. This represented a culmination of extensive prime ministerial and ministerial contacts over the previous three years.

This approach to economic co-operation is essentially pragmatic and positive. It seeks to provide the framework in which mutually beneficial opportunities can be identified. With longer term objectives in mind, the constraints and obstacles which might occur could then be identified and dealt with in a favourable climate. This approach should also provide a means to redress misconceptions that may exist — for example, those of Japan as a closed, impenetrable market; or of Canada as merely a resource supplier not likely to be a significant source of manufactured or high technology products. Success of this economic co-operation in certain areas should, over a time, serve to illustrate more widely the potential inherent in the future of the relationship.

Progress in Forestry

A good example of the type of co-operation which can be achieved is evident in the lumber and housing field. Extensive industrial and technological co-operation between Canada and Japan over the past five years has led to Japan accepting Canadian housing standards and has resulted in an improvement in access for Canadian dimension lumber and other building materials.



For Japan, official acceptance of the Canadian system of residential construction provides a means to meet a large portion of its housing requirements. For Canada, it opens a major market for dimensionally cut timber.

Joint government-industry efforts on both sides featured the establishment of offices in Japan by the British Columbia Council of Forest Industries and by several Canadian forest products companies, training programs in Canada for Japanese carpenters and construction supervisors, extensive exchanges of technical missions, creation of a Canada/Japan Housing Committee with government and industry representation, and joint Canadian-Japanese efforts to publicize Canadian timber

frame housing methods to builders in Japan.

Some impediments remain that restrict achievement of full co-operation. These include Japanese grading and inspection procedures on imported lumber and a higher tariff on certain species. These issues are, however, being addressed by both sides in the context of broader goals in this sector.

Opportunities in Other Areas

Other areas of special opportunities are also being jointly addressed, often employing different techniques, but keeping in mind the mutual benefits to be gained. These include: nuclear technology, uranium, a range of agricultural products including pork and rapeseed, oil sands, coal, non-ferrous metals, and pulp and paper.

Further illustrating the approach envisaged are the automotive and aerospace areas.

Aerospace and Avionics

Aerospace has been identified as a logical area for co-operative efforts in the light of the requirements and capabilities of the respective industries. Japan is already a user of Canadian STOL aircraft and is studying its longer-term requirements for STOL as a major element in future short-haul transportation systems. A close relationship has been established between the Canadian and Japanese governments and respective industries to examine the scope for co-operation in meeting Japanese needs — not only for aircraft but for related avionics and ground support equipment as well.



Automotive Parts and Service Equipment

Since Canada first started serious marketing efforts to penetrate the Japanese market in late 1973, exports of automotive parts and service equipment have grown to reach some \$2 million annually. Japan represents a unique and difficult market but, with rising costs at home and an increasing sense by the Japanese of their interdependence in major markets for their automobiles, Japan is making a more concentrated effort to investigate competitive overseas sources of supply in automotive parts.

Opportunities have also opened up to supply aftermarket auto parts and service equipment. Marketing efforts by the Canadian government and industry have resulted in successful market penetration by a number of Canadian companies.

Export Opportunities

While intergovernmental discussion on the necessity of economic co-operation has focused on some areas of particular importance requiring close government-industry interaction, there is a wide range of opportunities in Japan for Canadian exporters.

For example, with 115 million inhabitants and a per capita income approaching \$6,000 per year, Japan represents a major potential market for consumer goods. Japan's consumer products imports exceeded \$3 billion in 1976 and forecasts for future growth are optimistic.

Canadian marketing initiatives have concentrated on the areas of furs and fur garments, jewellery and fashion accessories, sporting goods and wooden furniture.

These and a number of other opportunities are identified in a special booklet entitled "Export Opportunities — Japan" which was recently prepared by the Commercial Division of the Canadian embassy in Tokyo. Copies of this publication and counselling on how to do business in Japan are available from:

Pacific Division

Pacific, Asia and Africa Bureau
Department of Industry, Trade and Commerce
240 Sparks Street
Ottawa, Ontario
K1A 0H5

Workshops on Exports to Japan

Japan is fast becoming one of the world's richest consumer markets (spending by consumers reached \$65 billion in 1976) offering tremendous potential for Canadian manufacturers with the *right* product and the *patience* to penetrate it.

That was the message brought home to some 400 Canadian businessmen — October 17 to November 10 — in a series of Japan Export Workshops held in nine major Canadian cities. The workshops were sponsored by the federal Department of Industry, Trade and Commerce and held in conjunction with its Enterprise Canada 77 program.

Businessmen attending the workshops gained firsthand knowledge of the Japanese market from several sources: a team of trade commissioners fresh from Tokyo, provincial government trade specialists, commodity experts from the Department in Ottawa and its Regional Offices, and from JETRO, **Japan's Export Trade Organization** based at the **Japan Trade Centre** in Toronto.

Each workshop featured panel discussions with audience participation, a film entitled *Doing Business in Japan — Negotiating a Contract*, a keynote luncheon speaker who has had wide experience in Japan, and round table discussions.

Several industry sectors were covered in individual round table discussions which delved into the nitty gritty of exporting to Japan. Topics ranged from the Japanese distribution system, non-tariff barriers and the use of agents, to trading companies and Japan's foreign investments.

Trade commissioners also had numerous private meetings with businessmen who wanted more specific information on the Japanese market or wanted to keep their business plans confidential.

Generally, the workshops aimed at making Canadians more aware of the potentially lucrative market in Japan and at stimulating them to take a deeper look at that market. Those attending the workshops agreed almost unanimously that they had achieved that goal.

Industry Energy Research and

Conserving Energy

Conservationists are hammering away at individuals to conserve energy. But when it comes to sacrificing a bit of comfort or pleasure for The Common Good, few persons emerge as heroes.

Now the conservationists are zeroing in on industry, and it is expected that here a significant contribution can be made to Canada's energy objectives.

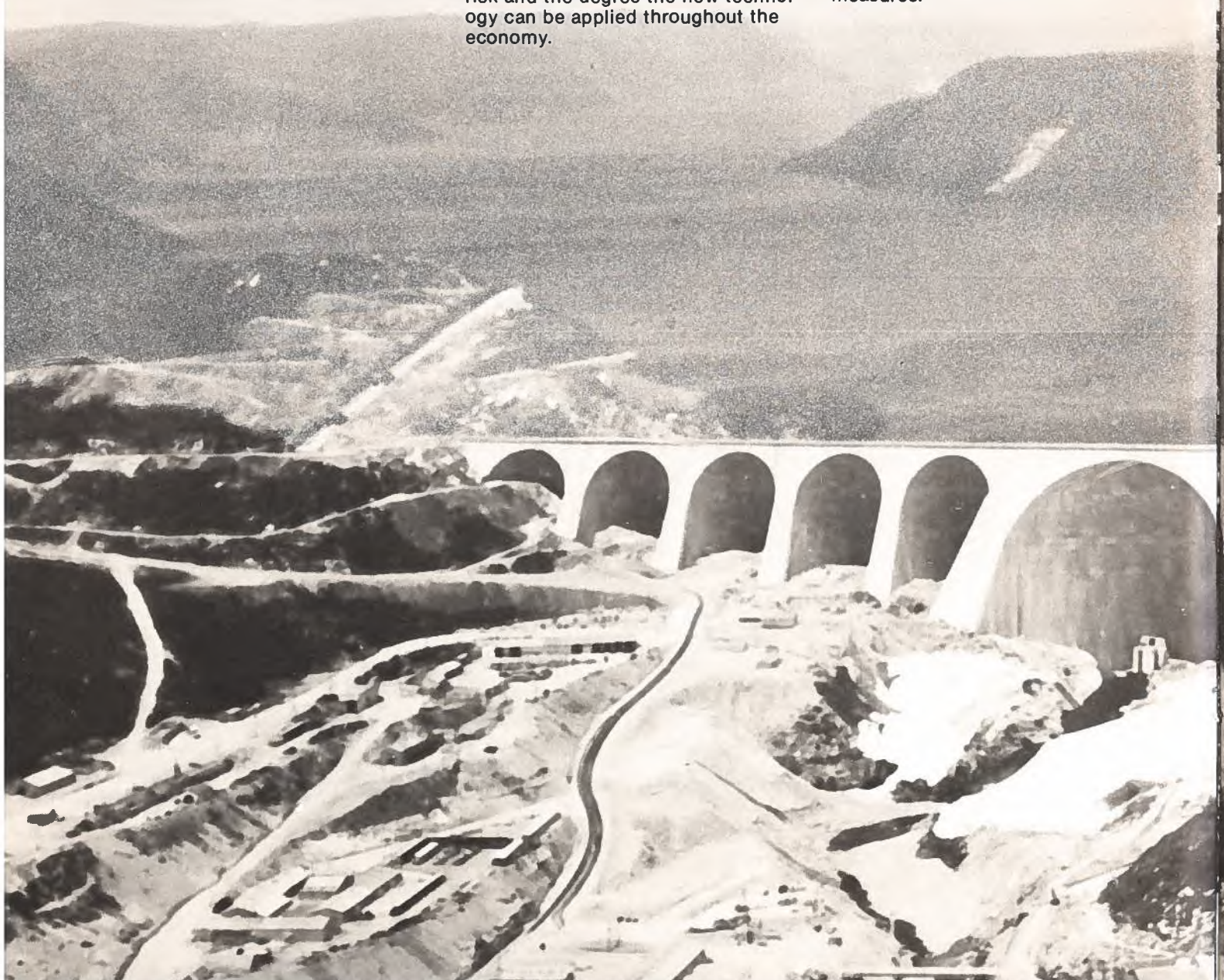
Industry consumes 30 per cent of the total energy pie. And industry realizes that conserving energy not only helps future productivity, but can result in some substantial savings in the here and now.

Canada's Department of Industry, Trade and Commerce recently launched a new research and development program specifically directed to the saving of energy in industry. The program, called Industry Energy Research and Development Program (IERD) will encourage and assist in the research and development of new and improved processes and equipment to reduce energy consumption in industry, and ensure the widest possible transfer and use of the technology developed.

The program will provide funds up to 50 per cent of the total estimated cost of an approved project. This sharing ratio would vary up or down according to the degree of technical risk and the degree the new technology can be applied throughout the economy.

The money won't go to help build a better mouse trap. It's not end product oriented. The primary purpose of the program is to reduce energy usage in industry. Projects must involve applied experimental research and development, be scientifically sound, and have a reasonable chance of success within the proposed time and cost frame. Design or basic engineering projects would not normally be eligible for assistance under the program.

Among the largest energy-eaters today are the pulp and paper industry, metal refineries, chemical processing plants and cement industries. Said one official: "It is in these industry sectors we can achieve the greatest conservation measures."



Development Program (IERD)

Although the new IERD program is specifically energy-oriented, developments related to energy savings and energy conservation measures have been possible under other existing ITC programs. For example, Alcan Smelters & Chemicals Ltd., a Montreal-based firm, has been involved through its Saguenay Power Division in a three-year research project that promises to provide more electricity locally and should ultimately benefit hydro electric systems around the world.

The project "is expected to add 2 per cent more production capability to Alcan's existing generating facilities at no major capital cost," said an Alcan spokesman. "Equivalent new hydro capacity would cost at least \$20 million."

Alcan expects to generate an additional 40,000 kilowatts of power, sufficient for approximately 25,000 tons of additional aluminum production a year.

Translated into future positive terms, this power would be sufficient to act as a standby for the industrial electric boilers already in the Saguenay region. This could mean a saving of 200,000 barrels of oil imports a year, worth about \$2 million at present prices on the foreign exchange.

The project was partially funded by ITC's Program for the Advancement of Industrial Technology. Prior to the development phase of the project, the costs of the exploratory research were shared by grants from the National Research Council under its Industrial Research Assistance Program.

When the program is completed, probably in early 1980, it is expected to constitute an innovative solution to the problem of optimizing the management of a complex hydro electric system.

Jean-Louis Lemay, Manager, Quebec Power Operations for Alcan Smelters and Chemicals Ltd., who heads the research program, believes that the techniques and know-how represented by the completed project could be marketed worldwide to other entities in the power industry facing similar problems.

"The principles and expertise developed under this program will be sufficiently broad to be of potential application to other systems having different configurations," he said.

It is too early to tell a similar success story on the new IERD program. As part of the larger joint industry/government conservation program co-ordinated by Energy, Mines and Resources, it is providing \$1.5 million to encourage research and development to conserve energy in industrial processes. All Canadian companies, consulting firms and trade and research associations are potentially eligible for assistance.



Enterprise Development Pro

In sporting competitions arrangements are usually made for minor, intermediate and major league competition. However, there is no such equalizer in the international trade — the less adept firms are naturally excluded although by agreement major trading nations do not indulge in the shutting off of imports.

The international scope of many modern businesses, however beneficial it may be, often creates a climate where the smaller and medium-sized enterprises find it difficult to survive and develop into major league contenders. To help ensure fair competition, the government has provided a handicap in the forms of financial aid, and assistance for marketing, innovation and consulting which is directed towards smaller and medium-sized firms.

At the beginning of the year the government instituted the Enterprise Development Program (EDP) to serve as an equalizer and thus ensure that small and medium sized industrial firms with good commercial potential would have access to the resources which they need to innovate and to adapt to changing competitive circumstances. The benefits are shared by the firm assisted, and the second and third level suppliers, all of which creates employment and spurs our domestic economy.

One might say that EDP is the product of consultation between Canadian businessmen from all parts of Canada and departmental representatives. The goal of this consultation was to create a program which would assist in establishing the self-reliance and self-sufficiency of smaller and medium-sized enterprises. The rules of the game for EDP applicants are based on the requirements for successful commercialization and are designed to encourage firms to manage and administer their projects efficiently. Good planning and management practices are essential in business, and the existence of government assistance cannot be permitted to encourage inefficiency.

This can be illustrated by the case of Atlas Hoist and Body Inc., manufacturers of truck bodies for the off-highway truck industry. The company has plants in Montréal, Québec and Cornwall, Ontario, which manufacture products marketed worldwide by Caterpillar dealers.

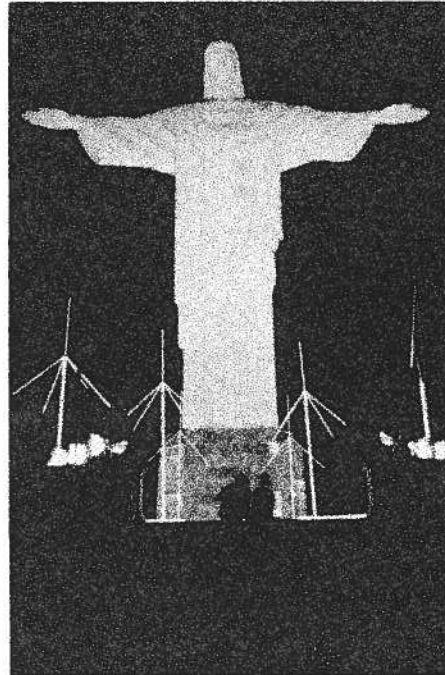
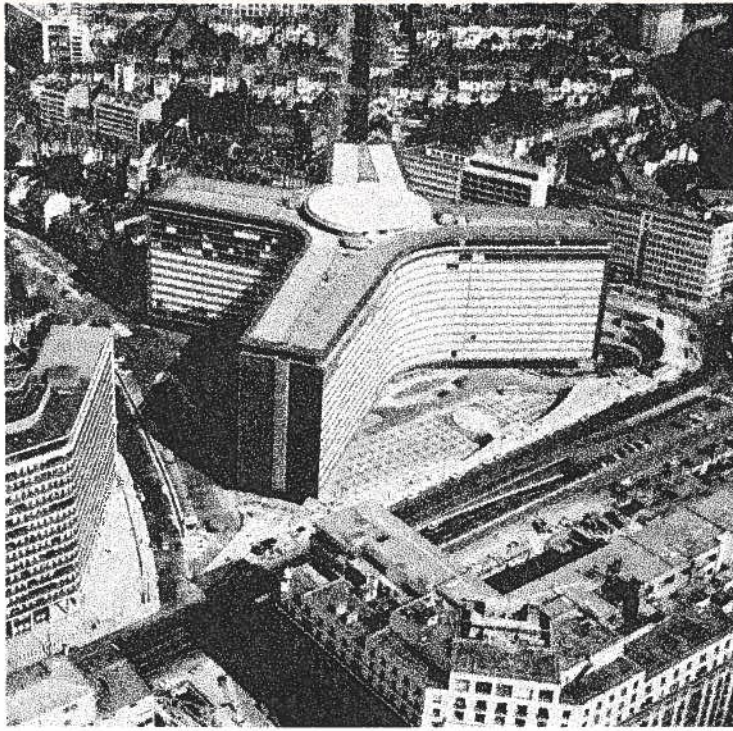
In a recent letter addressed to Mr. Horner, Minister of Industry, Trade and Commerce, Mr. Max Richler, President of Atlas Hoist and Body Inc., discussed his experience with the department's programs.

On the advice of the company's accountants it was decided to apply for assistance through IRDIA (Industrial Research and Development Incentive Act). A development project was outlined, an application submitted to IRDIA and the research was undertaken. A few years later, the company was informed by the auditors of the Department of National Revenue that some of the forecasts and calculations had not been achieved and that certain product improvements were not considered to be research and development.

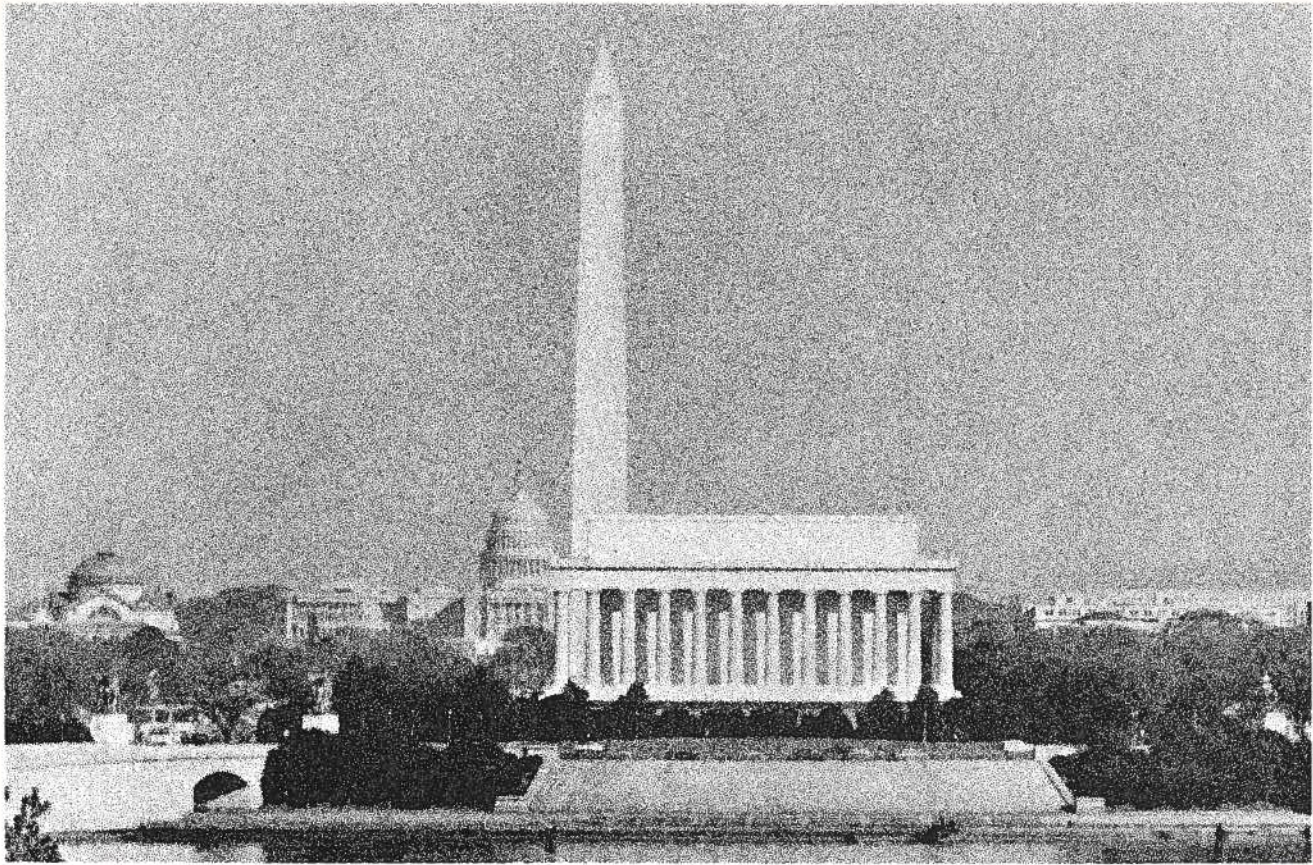


**Canada's
Trade Commissioners
and Commercial Officers**





“Publié aussi en français”



The Trade Commissioner Service of the Department of Industry, Trade and Commerce is playing an increasingly important role in Canada's participation in the world market place. As Canadian involvement in international trade grows, the responsibilities of our Trade Commissioners are becoming more and more varied and complex.

They serve Canadian businessmen as export marketing consultants, encourage them to seek business abroad, help to find agents, and aid Canadian exporters effectively by having a knowledge of the local social and cultural environment, business practices and key business personalities.

Businessmen are urged to take advantage of the personalized government service available at our 88 posts around the world and the 13 Regional Offices in Canada to get advice on how to bring Canadian goods and services to the attention of potential users.



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A.M.P. Centre
50 Bridge Street
Sydney, N.S.W. 2000, Australia**
Cable: CANADIAN
Phone: 231-6522
Telex: 089 20600 (CDNGOVT
AA20600)
Territory: States of New South Wales
and Queensland, Capital Territory,
Northern Territory, Papua New Guinea,
Solomon Islands, Nauru

W.G. Pybus
Consul General

J.D. Welsh
Consul (Commercial)

P. Marsden-Dole
Consul (Commercial)

M. Stinson
Vice-Consul (Commercial)

A.M. Casey
Commercial Officer

G. Adams
Commercial Officer

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**Canadian Consulate General
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Telex: 089 30501 (CDNGOVT AA30501)
Territory: States of Victoria, South
Australia, Western Australia, Tasmania

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Consul General

G.V. Tunnoch
Consul (Commercial)

H. Weissenberger
Vice Consul (Commercial)

L.B. Stryker
Commercial Officer

R.W. Haggert
Commercial Officer

CANBERRA *

**Commercial Division
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Commonwealth Avenue
Canberra ACT 2600, Australia**
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Phone: 73-3844
Telex: 089 62017 (DOMCAN AA
62017)

*The Canberra Office handles only
those trade inquiries that require
liaison with federal government
departments and agencies.

C.D. Miller
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J.W. Patterson
Commercial Secretary
(Metals, Minerals & Energy)

G.A. McGregor
Assistant Commercial Secretary

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Luegerring 10
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Telex: 75320 (DOMCAN A)
Territory: Bulgaria and Albania

Geo. Hazen
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L.N. Decrinis
Commercial Officer

R.J. Rossi
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Territory: Luxembourg

N.W. Boyd
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D.S. Shaw
Counsellor (Forest Products)

J.N.R. Ferland
Commercial Secretary

P.A. Gagnon
Commercial Secretary

R. Spruyt
Commercial Officer

R. Lejeune
Commercial Officer

F. Keymolen
Commercial Officer

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Telex: 38061 1296 (CANADA BSB)
Territory: Central West, Northeast
and Amazon Basin, Minas Gerais

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G. Vaughn
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Telex: 38021-22583 (ECAN BR)
Territory: States of Rio de Janeiro,
Espirito Santo and Bahia

M.C. Lemieux
Consul and Senior Trade
Commissioner

R. Vanderloo
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Trade Commissioner

J.M. da Costa
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D.N. Andrade
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Cable: CANADIAN
Phone: 287-2122, 287-2234,
287-2601, 287-2213, 287-2011
Telex: 38011 (112323 CCAN BR)
Territory: States of Sao Paulo, Parana,
Santa Catarina, Rio Grande do Sul, and
Mato Grosso

*Businessmen are advised to send
only letters to this address. To ensure
prompt arrival of parcels of any kind,
the sender should consult the Sao
Paulo office first about the best
method to use.

J.P. Bell
Consul and Senior Trade
Commissioner

L.R. Kohler
Consul and Trade
Commissioner

R.M.P. Mears
Consul and Trade
Commissioner

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Commercial Officer

E. Hromada
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Christine C. França
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Telex: 261592 (DOMINION LDN)
Territory: England, Wales, Gibraltar

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Commercial Counsellor

Armand Blum
Counsellor (Agriculture)

J.L. Swanson
Commercial Counsellor

G. Elliot
Counsellor (Metals, Minerals & Energy)

J.R. Caux
Commercial Counsellor

E.W. Smith
Counsellor (Timber)

J.J. Filion
Commercial Secretary

H.G. Garland
Attaché (Fisheries)

B.M. Fillmore
Commercial Officer

C.I. Rooke
Commercial Officer

L.N. Laundry
Commercial Officer

G.D. Cooper
Commercial Officer

J.C. Mercer
Commercial Officer

A.D. Howell-Jones
Commercial Officer

K.P. Scott
Commercial Officer

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195 West George Street
Glasgow G22HS, Scotland
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Telex: 778650 (CDAGLW G)
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J. McLaren
Consul and Senior Trade Commissioner

R. Banks
Commercial Officer

CHILE

Commercial Division
Canadian Embassy
Ahumada 11, 10th Floor (street
address)
Casilla 771 (mailing address)
Santiago, Chile
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Phone: 64189/62256
Telex: 3520068 (3520068 DOMCAN)

J.N. Grantham
Commercial Secretary

R.A. Riis
Commercial Officer

CHINA, PEOPLE'S REPUBLIC OF

**Commercial Division
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10 San Li Tun
Peking, People's Republic of China
Phone: 521475
Territory: Socialist Republic of
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K.G. Ramsay
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H. Cummer
Commercial Secretary

H. Intscher
Assistant Commercial Secretary

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Territory: Ecuador**

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M.A. Charles
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Territory: Canal Zone,
Nicaragua, Panama**

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M. Ruiz
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Territory: Greenland, Faroe Islands**

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**Mission of Canada to the
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Telex: 21613 (DOMCAN BRU)**

*Territory: European Economic
Community, European Atomic Energy
Community, European Coal and Steel
Community*

*The Mission monitors economic and trade developments in the European Communities in terms of their potential and implications for Canadian interests. The Mission is also involved in development of industrial and economic co-operation between Canada and the EEC.

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Counsellor (Agriculture)

D.S. Shaw
Counsellor (Forest Products)

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First Secretary

B. Giroux
First Secretary

J. Klassen
Second Secretary

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Phone: 225-99-55
Telex: 280806 (DOMCAN A PARIS)
Territory: Andorra, Monaco**

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M.A. Brault
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J.N. Guerin
Commercial Secretary (Agriculture)

L. Lachapelle
Commercial Secretary

C.N. Fontaine
Commercial Secretary

J. Besnard
Commercial Officer

J.L. Baron
Commercial Officer

C. Balas (Miss)
Commercial Officer

J. Hourdeau
Commercial Officer

R. Woodhouse
Commercial Officer

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BONN

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53 Bonn, West Germany
Cable: CANADIAN
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Territory: States of Baden-
Wuerttemberg, Bavaria, Hesse,
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G.F. Mintenko
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D.G. Ryan
Commercial Secretary

A.S. Poole
Commercial Secretary

G. Starr
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K. Schmitz
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Consul and Trade Commissioner

G.M. Kostyrsky
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H. Mahncke
Commercial Officer

E. Herzog (Mrs.)
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Bremen; Lower Saxony and Schleswig-
Holstein; West Berlin

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O. VonFinckenstein
Consul and Trade Commissioner

K.D. McNamara
Vice-Consul and Assistant Trade
Commissioner

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Assistant Commercial Secretary

C. Swift
Commercial Officer

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31-55-28, 31-55-47
Telex: 5206 (DOMCAN GU 5206)
Territory: El Salvador, Honduras

L.J. Taylor
Chargé d'affaires

G.J. Shannon
Consul and Commercial Secretary

R.V. Castillo
Commercial Officer

H. Cerezo
Commercial Officer

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Telex: 73391 (DOMCAN 73391)
Territory: Macao

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Trade Commissioner

J.P. McLachlan
Assistant Trade Commissioner

B. Yeung
Commercial Officer

F. Chau
Commercial Officer

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Commercial Division
Canadian Embassy
Budakeszi ut 55/ dP/ 8
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165-858 and 365-087
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Commercial Secretary

S.B. Gyonyor
Commercial Officer

INDIA

Commercial Division
Canadian High Commission
P.O. Box 5208
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New Delhi — 110021, India
Cable: CANADIAN
Phone: 61-9461
Telex: 2346 (DOMCAN NDI 2346)
Territory: Bhutan, Sri Lanka, Nepal

V.G. Lotto
Counsellor (Development
and Commercial)

C.E. Marshall (Miss)
Commercial Secretary

T.V. Subramanian
Commercial Officer

R.C. Kamo
Commercial Officer

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Canadian Embassy
5th Floor
Wisma Metropolitan
J1. Jendral Sudirman
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Jakarta, Indonesia**
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Telex: 011-44345
(DOMCAN DKT 44345)

D.S. Armour
Commercial Counsellor

L. Leduc
Assistant Commercial Secretary

P. Pichette
Assistant Commercial Secretary

P. Hutasoit
Commercial Officer

IRAN

**Commercial Division
Canadian Embassy
Avenue Takhte Tavoos
Avenue Daryaye Noor, No. 57
Tehran, Iran**
(All mail to:)
**P.O. Box 1610
Tehran, Iran**
Cable: CANTRACOM
Phone: 623310, 623549, 622975
Telex: 212337 (MCAN IR)
Territory: Kuwait, Bahrain, United Arab Emirates, Oman and Qatar

G.D. Valentine
Commercial Counsellor

P.R. Zalite
Commercial Secretary

M.W. Murison
Commercial Secretary

J. Broadbent
Assistant Commercial Secretary

M.H. Yassini
Commercial Officer

H. Ghotb
Commercial Officer

IRAQ

**Commercial Division
Canadian Embassy**

**P.O. Box 323
Central Post Office
Baghdad, Iraq**

***(Embassy located in the suburb
of Al-Mansour)**
Cable: DOMCAN BAGHDAD
Phone: 5521459
Telex: 2486 (DOMCAN IK)

W.A. McKenzie
Commercial Secretary

H. Sarafian
Assistant Commercial Secretary

R. Sadurian
Commercial Officer

A. Wajdi
Commercial Officer

IRELAND

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65/68 St. Stephen's Green
Dublin 2, Ireland**
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Telex: 5488 (DMCN EI)

J.J. McKennirey
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J. Sullivan
Commercial Officer

ISRAEL

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220 Hayarkon Street
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Telex: 341293 (CANADA IL)
Territory: Cyprus

B.E. Baker
Commercial Secretary

L. Sales (Miss)
Assistant Commercial Secretary

B. Fynne
Commercial Officer

S. Kalb (Miss)
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ITALY ROME

**Commercial Division
Canadian Embassy
Via G.B. de Rossi 27
00161 Rome, Italy**
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Phone: 864-327 / 855-341
Telex: 61056 (DOMCAN ROME)
Territory: Provinces of Toscana,
Marche, Umbria, Lazio, Abruzzi-

Molise, Puglia, Campania, Basilicata,
Calabria, Sicilia, Sardegna.
Other countries: Malta

R.A. Bull
Minister (Economic / Commercial)

V. Wightman
Counsellor (Agriculture) and
Permanent Representative of
Canada to F.A.O.

W.D. Staples
Commercial Secretary

D.A. Rosenthal
Assistant Commercial Secretary

G. DeLuca
Commercial Officer

M.J. McDermott
Commercial Officer

C. Marati
Commercial Officer

MILAN

**Canadian Consulate General
Via Vittor Pisani 19
20124 Milan, Italy**
Cable: CANTRACOM
Phone: 652-600 / 657-0451
Telex: 31368 (CANTRCOM MILAN)
Territory: Provinces of Emilia-
Romagna, Lombardia, Peimonte,
Trentino-Alto Adige, Veneto,
Liguria, Trieste, Val d'Aosta,
Friuli-Venezia Giulia

C.J. Van Tighem
Consul General

D.C. Webb
Consul and Trade Commissioner

D.G. Summers
Vice-Consul and Assistant
Trade Commissioner

U. Boschetti
Commercial Officer

W.H. Skouse
Commercial Officer

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IVORY COAST

**Commercial Division
Canadian Embassy
P.O. Box 21194
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Telex: 593 (DOMCAN ABIDJAN 593)
Territory: Gambia, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Senegal, Upper Volta, Cape Verde Islands

R. Goulet
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W.R. Parkinson
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P. Lafleur
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& Energy)

P.G. Campbell
Commercial Secretary

J.P. Caron
Commercial Secretary

D. Clarke
Commercial Secretary

S. Dechka
Commercial Secretary

M. St. Laurent
Assistant Commercial Secretary

S. Kiyohara
Commercial Officer

Y. Yazaki
Commercial Officer

S. Matsuura
Commercial Officer

S. Fukuda
Commercial Officer

R. Yamaoka
Commercial Officer

Y. Yabe
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T. Higuchi
Commercial Officer

Y. Kagi
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Telex: 22198 (DOMCAN NRB)
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Assistant Commercial Secretary

C.S. Lee
Commercial Officer

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Telex: 21275 (DOMCAN LAGOS)
Territory: Ghana, Sierra Leone, Togo, The People's Republic of Benin

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M. Archambault
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K. Whiting
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L.R. MacKay
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Telex: 82700 (5700 DOMCAN PK)
Territory: Afghanistan

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Commercial Officer

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PERU

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Phone: 463890
Telex: 25323 (25323 PU DOMCAN)
Territory: Bolivia

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Commercial Secretary

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Assistant Commercial Secretary

W. Smith (Ms.)
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J. Moch
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W. Polak
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M.J.D. Lima
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365369CANADA
365351CANADA
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Territory: Botswana, Lesotho,
Swaziland, Reunion, Mauritius,
St. Helena

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Islands

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U. Hansson (Mrs.)
Commercial Officer

C. Bond
Commercial Officer

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Territory: Liechtenstein

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M. Meister
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L.O. Voulich (Mrs.)
Commercial Officer

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Telex: 2671 (DOMCAN TH2671)
Territory: Laos, Burma, Bangladesh*

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Assistant Commercial Secretary

T. Thaiprasithiporn
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Territory: Barbados, French Guyana,
Guadeloupe, Guyana, Martinique,
St. Martin, Surinam, The Leeward
and Windward Islands (Antigua,
St. Kitts-Nevis-Anguilla, Montserrat,
Dominica, St. Lucia, St. Vincent,
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Assistant Commercial Secretary

D. Hobson-Garcia
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Phone: 27-58-03; 04; 05
Telex: 42369 (DOMCAN ANKARA)*

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H.J. Himmelsbach
Assistant Commercial Secretary

B.C. Boyacigil
Commercial Officer

UNION OF SOVIET SOCIALIST REPUBLICS

**Commercial Division
Canadian Embassy
23 Starokonyushenny Pereulok
Moscow, U.S.S.R.**
*Cable: CANAD MOSCOW
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Telex: 7401 (DOMCAN MSK401)
Territory: Mongolia*

F.I. Wood
Minister (Economic)

E.A. Mallory
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G.B. Rush
Assistant Commercial Secretary

V. Selivanov
Commercial Officer

L. Davydova (Mrs.)
Commercial Officer

UNITED NATIONS

**Permanent Mission of Canada
to the United Nations
866 United Nations Plaza
Suite 250
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*Cable: CANINUN NYK
Phone: 751-5600 (Area Code 212)
Telex: 00126228 (CANINUN NYK)*

W.D. Hutton
First Secretary

UNITED STATES

WASHINGTON, D.C.

**Commercial Division
Canadian Embassy
1746 Massachusetts Ave. N.W.
Washington, D.C. 20036**
*Cable: CANADIAN
Phone: 785-1400 (Area Code 202)
483-5505 (DEFENCE PRODUCTION)
Telex: 0089664 (DOMCAN A WSH)
Territory: U.S. Government and
agencies; international organizations
with headquarters in Washington. All
other trade promotion inquiries
relating to the Washington, D.C. area
should be addressed to the Consulate
in Philadelphia*

A.L. Halliday
Minister-Counsellor (Commercial)

J.C. Bond
Commercial Counsellor
(Defence Production)

R.E. Pedersen
Commercial Counsellor
(Metals and Minerals)

C.D. Caldwell
Commercial Counsellor
(Agriculture)

J.S.A. Sotvedt
Commercial Counsellor
(Defence Production)

P.A. Holton
Commercial Secretary
(Defence Production)

D. Horley
Commercial Secretary

M.P. Joyce
Commercial Secretary

R.H. Davidson
Assistant Commercial Secretary

S. Fowler
Commercial Officer

L.C. Hoel (Lt. Colonel)
Commercial Officer

NEW YORK CITY

**Canadian Consulate General
1251 Avenue of the Americas
New York City, N.Y. 10020**
*Phone: 586-2400 (Area Code 212)
Night Line: 586-2403
Telex: 00126242 (DOMCAN NYK)
Territory: States of Connecticut,
New Jersey (twelve northern counties),
southern New York.
Other countries: Bermuda*

G.E. Blackstock
Deputy Consul General
(Commercial)

R.G. Sandor
Consul and Trade Commissioner

W.J. Bonthron
Consul and Trade Commissioner

R. Bilodeau
Vice Consul and Assistant Trade
Commissioner

D.L. Russell
Commercial Officer

R. Campanale
Commercial Officer

J. Hoffman
Commercial Officer

J.P. Hughes
Commercial Officer

L.M. Brittain (Mrs.)
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Georgia, Mississippi, North and
South Carolina, Tennessee

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 Consul and Senior Trade
 Commissioner

C. Van Bostelen
 Consul and Trade Commissioner

D. McConnell (Miss)
 Commercial Officer

A.L. Miller
 Commercial Officer

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Other countries: St. Pierre and
Miquelon

C.J. St. Pierre
 Consul and Senior Trade
 Commissioner

K.G. DeWolf
 Consul and Trade Commissioner

K.E. McCallion (Miss)
 Vice Consul and Assistant
 Trade Commissioner

B.D. Davis
 Commercial Officer

G. Lehner
 Commercial Officer

L.E. Hines
 Commercial Officer

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 Commissioner

W.M. Maybee
 Consul and Trade Commissioner

J. Quigley
 Commercial Officer

D. Sinclair
 Commercial Officer

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Territory: States of Illinois,
Iowa, Missouri, Nebraska, Southern
Wisconsin

R.W. Burchill
 Consul and Senior Trade
 Commissioner

R. Dery
 Consul and Trade Commissioner

R.B. Mackenzie
 Vice Consul and Assistant Trade
 Commissioner

S. Czarnecki
 Commercial Officer

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Telex: 00985364 (DOMCAN CLV)
Territory: States of Ohio, Kentucky,
West Virginia, Western Pennsylvania

R.G. Woolham
 Consul and Senior Trade
 Commissioner

W.A.I. Cross
 Consul and Trade Commissioner

E.A. Coolen
 Trade Commissioner (Defence
 Production,
 Dayton, Ohio)

F.J. Laberge
 Vice Consul and Assistant
 Trade Commissioner

C.S. Collins
 Marketing Officer

P.M. Cooke
 Commercial Officer

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Arkansas, Oklahoma, Kansas,
Louisiana

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 Consul and Senior Trade
 Commissioner

R.J. Rushka
 Consul and Trade Commissioner

G.D. Paterson
 Vice Consul and Assistant
 Trade Commissioner

Joanne E. Kirby
 Commercial Officer

J.J. Mingori
 Commercial Officer

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1001 Woodward Avenue
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Telex: 00230715 (DOMCAN DET)
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and States of Michigan and Indiana

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 Consul and Senior Trade
 Commissioner

W.G. Huxtable
 Consul and Trade Commissioner

J.H. Latham
 Consul and Trade Commissioner

R.T.L. Mercer
 Commercial Officer

P.J. Wright
 Commercial Officer

G.P. Jessop
 Commercial Officer

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Canadian Consulate General
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Los Angeles, California 90014
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Telex: 00674119 (DOMCAN LSA)
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California (ten southern counties),
Clark County in Nevada, New Mexico

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Commissioner

R.J. McLeod
Consul and Trade Commissioner

G. Willows
Assistant Trade Commissioner

D.S. Adams
Trade Commissioner

B. Brandenburg
Commercial Officer

C.W. Light
Commercial Officer

G. Mannatt (Mrs.)
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Wisconsin

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Commissioner

R.J. Winter
Vice Consul and
Assistant Trade Commissioner

M.L. Mearns (Mrs.)
Commercial Officer

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Telex: 00845266 (DOMCAN PHA)
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Maryland, New Jersey (nine southern
counties), eastern Pennsylvania,
Virginia, District of Columbia

H.E. Campbell
Consul and Senior Trade
Commissioner

A.G. Virtue
Vice Consul and Assistant
Trade Commissioner

G.B. Starr
Vice Consul and Assistant
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S.A. Cohan
Commercial Officer

Carol Klein (Ms.)
Commercial Officer

R.C. Gilbert
Commercial Officer

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(except the ten southern counties),
Colorado, Hawaii, Nevada (except
Clark County), Utah, Wyoming

C.E. Rufelds
Consul and Senior Trade
Commissioner

J. Gilbank
Consul and Trade Commissioner

C. Sarrazin
Vice Consul and
Assistant Trade Commissioner

S.P. Halden
Commercial Officer

C.L. Bascom
Commercial Officer

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Montana (west of the Divide), Oregon,
Washington

A.J. Stewart
Consul and Trade Commissioner

D.W. Brown
Consul and Trade Commissioenr

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Commercial Officer

D.D. McCracken
Commercial Officer

A.J. Shott
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K. Djordjevic
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D. Ratiborovic
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Telex: 21303 (DOMCAN ZR)
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Cameroon, Central African
Empire, Chad, Gabon

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Territory: Malawi, Mozambique

Robert Lee

Commercial Secretary



Government
of Canada

Gouvernement
du Canada

Industry, Trade
and Commerce

Industrie
et Commerce

rogram (EDP) 1976 and 1977

It was then that Mr. Richler realized that a lack of comprehensive planning, and stringent management practices could be a problem for firms engaged in R & D. Following this "learning by doing" experience, Mr. Richler undertook the supervision and management of other projects: two were sponsored by PAIT (Program for the Advancement of Industrial Technology) and two by GAAP (General Adjustment Assistance Program). The processing of a third PAIT application produced another practical lesson.

After applying for the PAIT grant to develop a new product, the company received a cautionary note which resulted from a careful review of the project and the firm by an officer of the Department of Industry, Trade and Commerce. This cautionary note prompted further investigation on the part of the company. The results of this study showed that the company was not in a position to cope with the financial and personnel requirement essential to produce, sell and finance the volume of sales predicted . . . The project was dropped.

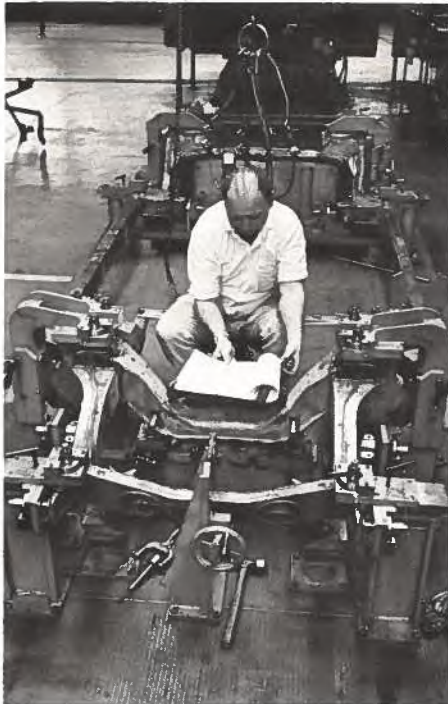
In concluding his letter Mr. Richler suggested that business in Canada should not look upon programs as something that the government owes them — rather — as a privilege without which they would not be able to undertake a project, and should appreciate the fact that *only they can and must make a program succeed.*

The PAIT and GAAP programs, of which Atlas Hoist and Body made use have been integrated into the Enterprise Development Program. As a medium sized company with sales of \$7 to \$8 million per year, Atlas Hoist and Body has found that the new program is responding to its need to continuously undertake new development projects. Their application to the EDP was one of the 117 authorized since April.

In the eight and a half months from April 1 to November 15, 1977 the Enterprise Development Program agreed to share costs on 92 innovation projects valued at over \$13 million. This is 4.5 per cent more cases than had been authorized at this time last year under the previous programs and the growing awareness of the program is reflected in the strong growth trend in the number of innovation projects authorized. Adjustment assistance activities under the EDP are well ahead of last year's results with 25 per cent more activity. The loan guarantees authorized for adjustment activities cover over \$70 million in term debt.

The major differences to date between the results of 1976 and 1977 are that smaller and medium-sized firms make up a larger proportion of the activity and the system of provincial decision-making boards has brought the program directly to every province of the country.

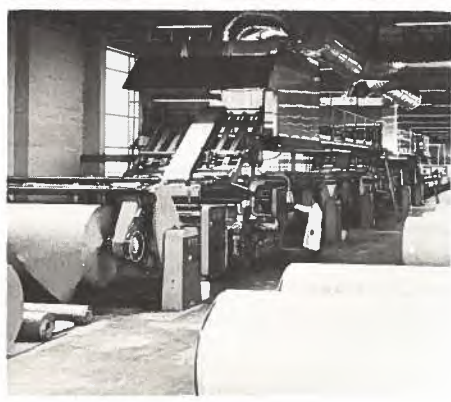
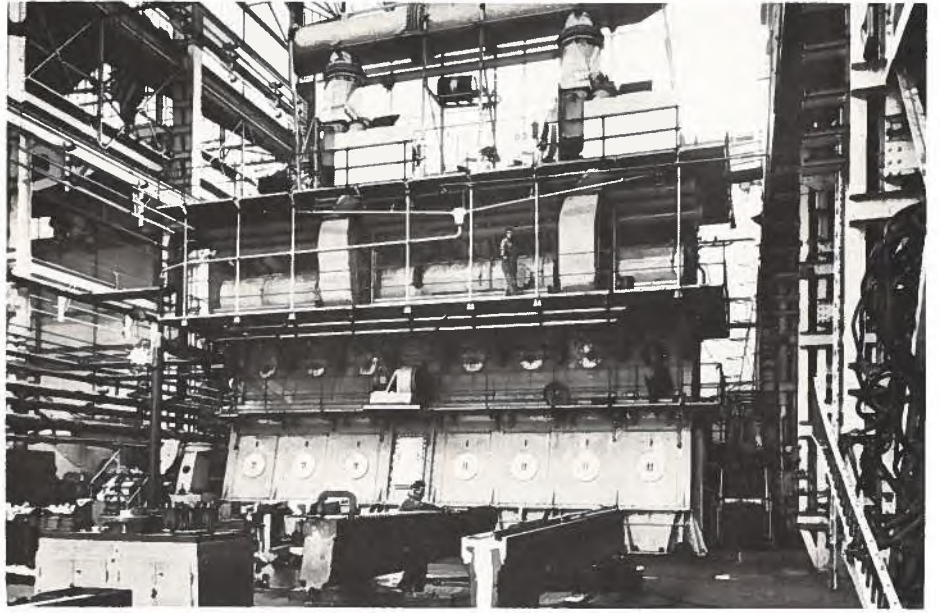
Keep in close contact with the Regional Office in your province and save time. It is staffed with personnel who can introduce you to the Enterprise Development Program.





Canadians mount largest Trade Mission ever to European Economic Community

The largest single Canadian trade mission ever amassed for talks with the European Community left Ottawa for Brussels, headquarters of the EEC, in late November last year. Led by Industry, Trade and Commerce Minister Jack Horner, more than 150 Canadian business people, journalists and academics had two days of meetings with senior officials of the EEC. The purpose of the mission was to give business people the opportunity to learn, at first hand, what the EEC is and how it operates, and to enable them to assess the possibilities for trade and industrial cooperation between Canada and the European Economic Community. The two-day seminar was in a sense a follow-up to the Framework Agreement between Canada and the Common Market, signed in July 1976, to boost commercial cooperation. Concrete results from the contractual link will probably show up in increased trade figures by the end of 1978, said Mr. Horner.



In general terms, the European Economic Community is the world's largest trading entity and after North America has by far the greatest concentration of economic wealth, industrial power and technological capability. With this in mind, the EEC offers Canadians many possibilities for the development of mutually advantageous business relationships. In return, we have much to offer as a partner in trade and other forms of business activity. This was the message that Mr. Horner's mission brought to the Common Market officials. The objective was to create a more favourable environment for Canadian businessmen in Europe. The Canadian Government is anxious to encourage and facilitate the efforts of Canadian business to do business in Europe.

To this end, a small group, members of the Minister's Advisory Council, visited Brussels last March for an exchange of views with many of the same people the 150 business-people met in November and to make arrangements for the November visit, the largest of its kind to come to Brussels. Business people already are, or soon will be, participating in working groups established with the European Community in the fields of aeronautics, telecommunications, energy, forest products and others.

What Canada gets out of the Framework Agreement is largely dependent on the evolution of the Community. Obviously, when Spain, Portugal and Greece become full members within the next ten years, opportunities for Canadian business people will be increased. In addition, with the Commission of the European Communities and the European Parliament being given increasing responsibilities by the member states, the Commission will have a stronger impact on business life in the Community.

During the discussions on November 24 and 25 there was a lively, sometimes argumentative, exchange of views between Canadian business people and the Commissioners and officials of the EEC on such topics as: the Community's role in the world; relations with developing countries; Community institutions and the decision-making process; agriculture and fisheries, and industrial competition and energy policies. The enthusiasm and active participation of the Canadian delegation demonstrated to the Commission that the Canadian private sector is interested in expanding links with the Community and that Canada is a partner that can deliver.

One of the participants, Rob Bilodeau, President of Honeywell and past Chairman of the Canadian Manufacturers' Association, stressed that Canadian business people must use common sense and be realistic in their efforts within the Community: Product development and marketing strategies, a knowledge of company's strengths and a thorough analysis of the European situation are **musts** before approaching European business people.



Jack Cooper, President of Cooper Canada Ltd., agreed and suggested that to help business be more competitive and able to take advantage of opportunities in Western Europe there must be improved incentives to encourage additional research and development. Mr. Cooper also wanted to see the drawback process made simpler and a reduction in tariff structure anomalies.

Larry Clarke, Chairman of Spar Industries, was impressed by the emphasis on the anticipated expansion of the Third World market as a factor contributing to the economic growth of the developed world. He was not alone. Many mission members, including Mr. Horner, were struck by the fact that 36 per cent of the EEC's external trade is with developing countries and 21 per cent is with the non-oil less developed countries.

Commissioner Claude Cheysson, responsible for EEC relations with the developing countries argued that developing these markets not only represented a great opportunity for manufacturers, but also a means of stimulating the world economy without provoking fresh outbreaks of inflation. Other Commissioners repeated this theme and many Canadians began to feel that possibly the Europeans would rather see Canadian products going to less developed countries, perhaps even in joint ventures with European firms, than to Europe, where the economy is still sluggish.

There was concern expressed by both sides about tariff and non-tariff barriers leading to considerable argument between the Canadians and representatives of the EEC about which party to the Framework Agreement is already the more restrictionist' a trading partner.

When the visit was in the planning stages it was not expected that contracts would be signed or 'big deals' arranged during this trip. Some business people did take the opportunity to pursue their existing European business interests but the prime purpose was to inform Canadians about the European Economic Community, its Commission and about doing business there.

"I'm pretty happy at the way the businessmen have been received by the Common Market leaders," said Mr. Horner. "I think the business people were impressed with the calibre of the talks they heard and were surprised at the possibilities for business. I think most of them came over here quite pessimistic about the opportunities they would find, and some have found more than they expected."

1978/79 Promotional Projects Trade Fairs/Information Booths



Promotional Projects Program

The Department recognizes that there is a need for federal assistance in the exploitation of foreign markets by Canadian firms. The Promotional Projects Program is the funding vehicle through which the Department of Industry, Trade and Commerce underwrites some of the cost to industry of participating in promotional events which are organized by the Department. The events are designed to increase the knowledge of foreign buyers about Canadian products and capability and to undertake export market intelligence gathering operations.

Each year, the Department implements a program which gives tangible evidence of federal leadership in developing world export markets and reflects Departmental geographic and product priorities while making the best use of resources required to achieve these objectives. The program is designed to benefit as wide a cross-section of Canadian industry as possible by providing the opportunity to demonstrate Canadian manufacturing capabilities and products in the market places of the world. It also influences on-site sales, the appointment of agents, the assessment of competition. Most important, it gives the Canadian manufacturer an appreciation of foreign business methods, problems and customer preferences.

The program for 1978/79 is no exception and the following list of promotional projects includes more than 45 trade shows at which the Department will sponsor and organize the participation of Canadian firms, trade organizations, associations, etc., co-ordinating the design, construction, erection and operation of the exhibits. The objectives of the trade fair program are to permit Canadian companies and others to expose products or services to the business community or consumers in foreign markets at a nominal cost.

In recent years, the Department has emphasized "vertical" international fairs with specific product and commercial specialization as opposed to "horizontal" fairs to which the general public is admitted. As a result, participation in many of the shows now sponsored by the Department is limited to a specific industry sector. Recognizing that the maximum benefit from participation in a given exhibition is only achieved after repeated exposure, the Department usually commits itself to participate in a show on two or three consecutive occasions after which it is expected that Canadian industry would continue to take part without government support.

Recruiting of participants, particularly for some of the earlier shows commencing from April 1st, is underway and companies which are interested in participating or require further information for any specific project should contact the Promotional Projects Branch at the following address:

Promotional Projects Branch (32/1)
Office of International Marketing
Department of Industry, Trade and Commerce
240 Sparks Street
Ottawa, Ontario
K1A 0H5
Telephone (613) 995-6221.

Dates of events are subject to change and companies should check with IT&C before making plans for participation.

**Calendar of
1978/79 Promotional Projects
Trade Fairs/Information Booths**

Event	Date	Project Manager
April 1978		
Bologna Children's Book Fair, Bologna, Italy	April 1-4, 1978	L. Sarda
EUROSHOP '78 — International Fair and Congress, Duesseldorf, West Germany	April 7-11, 1978	R.K. Munro
ENERGY '78 — International Energy Exhibition, São Paulo, Brazil	April 10-16, 1978	J.P. Lambermont
Southern Automotive Show, Dallas, Texas	April 12-14, 1978	G.J. Foley
ANALYTICA — Biochemical and Instrumental Analysis Exhibition, Munich, West Germany	April 18-22, 1978	J.A. Quarrington
Milan International Trade Fair, Milan, Italy, (Information Booth)	April 1978	M.P. Pearce
International Treffpunkt, Hanover Fair '78, Hanover, West Germany (Information Booth)	April 1978	H.G. Schroeter
3-I Farm Equipment Show, Garden City, Kansas	April 1978	L.V. Ford
Southern Furniture Mart High Point, South Carolina	April 1978	W.P. Schutte
May 1978		
4th International Australasian Floor Coverings Mart, Sydney, Australia	May 7-9, 1978	A.J. Kuhlmann
International Agricultural Fair, Novi Sad, Yugoslavia	May 12-21, 1978	L. Sarda
I.D.E.A. — International Domestic Electrical Appliances Exhibition, Birmingham, England	May 15-17, 1978	M.P. Pearce
INTER-IDEX '78 — 2nd World Exhibition for Industrial Development and Turnkey Construction, Basel, Switzerland, (Information Booth)	May 23-26, 1978	
AIME — Society of Petroleum Engineering Offshore Technology Conference and Exhibition, Houston, Texas	May 1978	L.V. Ford
"West Week" Canadian Office and Contract Furniture Display, Los Angeles, California	May 1978	L.V. Ford
June 1978		
POSIDONIA '78 — International Shipping Exhibition, Athens, Greece	June 5-10, 1978	M.P. Pearce
INTERPACK '78 — 8th International Fair for Machinery, Packaging Materials and Confectionery Machinery, Duesseldorf, West Germany	June 8-14, 1978	H.G. Schroeter
Poznan International Trade Fair, Poznan, Poland	June 11-20, 1978	J.A. Quarrington

Event	Date	Project Manager
June 1978		
American Library Association Exhibition, Chicago, Illinois	June 18-21, 1978	L. Sarda
Offshore Brazil '78, Rio de Janeiro, Brazil, (Information Booth)	June 27-30, 1978	M.E. Vandenhoff
Royal Highland Agricultural Show, Ingliston, Edinburgh, Scotland (Information Booth)	June 1978	
Tokyo Auto Service Show, Tokyo, Japan	June 1978	J.J. Harman
Palermo International Livestock and Agricultural Show, Buenos Aires, Argentina	June 1978	M.E. Vandenhoff
July 1978		
"SEA LINK" '78 — SACLANT Symposium and Display, Annapolis, Maryland	July 1978	F.J. Foley
August 1978		
Damascus International Trade Fair, Damascus, Syria (Information Booth)	August 1978	G. Debbané
47th Izmir International Trade Fair, Izmir, Turkey	August 1978	J.A. Kiely
September 1978		
IMPACT '78 — International Woodworking Machinery and Furniture Supply Fair, Louisville, Kentucky	Sept. 16-20, 1978	L.V. Ford
AUTOMECHANIKA '78 — International Exhibition for Automobile, Motor Car Workshop, Service Station and Garage Equipment, Frankfurt, West Germany	Sept. 23-27, 1978	R.K. Munro
SPOGA '78 — International Trade Fair of Sports Goods, Camping Equipment and Garden Furniture, Cologne, West Germany	Sept. 30/Oct. 3, 1978	H.G. Schroeter
16th World Poultry Congress, Rio de Janeiro, Brazil	Sept. 1978	
Brno International Engineering Trade Fair, Brno, Yugoslavia (Information Booth)	Sept. 1978	R.K. Munro
Tehran International Trade Fair, Tehran, Iran	Sept. 1978	J.J. Harman
Algiers International Trade Fair, Algiers, Algeria	Sept. 1978	K.J. Tyrrell
Canadian Office and Contract Furniture Show, Minnesota Society of Architects Show, Minneapolis, Minnesota	Sept. 1978	
Marine Trades Exhibition and Conference, Chicago, Illinois	Sept. 1978	M.E. Vandenhoff
October 1978		
Frankfurt Book Fair, Frankfurt, West Germany	Oct. 10-15, 1978	L. Sarda

Event	Date	Project Manager
October 1978		
EUROPEX — European Offshore Petroleum Conference and Exhibition, London, England	Oct. 24-27, 1978	J.A. Quarrington
Women's Designer Collection, Duesseldorf, West Germany	Oct. 1978	H.G. Schroeter
Baghdad International Trade Fair, Baghdad, Iraq	Oct. 1978	A.J. Kuhlmann
Southern Furniture Mart, High Point, North Carolina	Oct. 1978	W.P. Schutte
United States Sailboat Show, Annapolis, Maryland	Oct. 1978	J.P. Lambermont
APAA — Automotive Parts and Accessories Association Show, Chicago, Illinois	Oct. 1978	L.V. Ford
November 1978		
ELECTRONICA '78 — International Trade Fair for Components and Production Facilities, Munich, West Germany	Nov. 9-15, 1978	H.G. Schroeter
Australian National Field Days, Farm Machinery Exhibition, Orange, N.S.W. Australia	Nov. 13-16, 1978	K.J. Tyrrell
Lagos International Trade Fair, Lagos, Nigeria	Nov. 1978	J.A. Kiely
January 1979		
MIDEM — International Record and Music Market, Cannes, France	January 1979	M.P. Pearce
Solo Textiles Show, Port of Spain, Trinidad	January 1979	L.V. Ford
Fisheries Products Presentation, New York, New York	January 1979	
Fisheries Products Presentation, Boston, Mass.	January 1979	
Canadian Contract Furniture Mini Solo Show, Dallas, Texas	January 1979	M.E. Vandenhoff
February 1979		
BATIBOUW '79 — International Building and Decoration Show, Brussels, Belgium (Information Booth)	Feb. 9-18, 1979	H.G. Schroeter
ISPO '79 — International Sports Equipment Fair, Munich, West Germany	Feb. 22-24, 1979	H.G. Schroeter
International Men's Fashion Week, Cologne, West Germany	Feb. 1979	M.P. Pearce
PAS/ASIA — Pacific Automotive/Auto Service Industry Association Show, Las Vegas, Nevada	Feb. 28/ March 3, 1979	J.P. Lambermont

Event	Date	Project Manager
March 1979		
Men's Apparel National Show, (Fall-Winter) San Diego, California	March 1-5, 1979	
GDS — 44th International Footwear Fair, Duesseldorf, West Germany	March 24-26, 1979	R.K. Munro
SIMA — International Agricultural Machinery Show, Paris, France	March 1979	L. Sarda
Brussels International Book Fair, Brussels, Belgium	March 1979	L. Sarda
International Toy & Sporting Goods Trade Fair, Sydney, Australia	March 1979	G. Debbané
All Year		
In-Store Food and Beverage Promotion, Japan		K.J. Tyrrell
Unscheduled		
Canadian Office and Contract Furniture Mini Solo Show, Seattle, Washington		
Canadian Office and Contract Furniture Mini Solo Show, San Francisco, California		
Canadian Office and Contract Furniture Mini Solo Show, Washington		
Food Products Sales Meeting/ In-Store Promotion, Minneapolis, Minnesota		
Food Products Sales Meeting/ In Store Promotion, Seattle, Washington		
Food Products Sales Meeting/ In-Store Promotion, Cleveland, Ohio		
Mini Solo Food Products Sales Meeting, Philadelphia, Pennsylvania		
Mini Solo Food Products Sales Meeting Detroit, Michigan		
Mini Solo Food Products Sales Meeting Buffalo, New York		
Mini Solo Food Products Sales Meeting, Chicago, Illinois		

New Publications

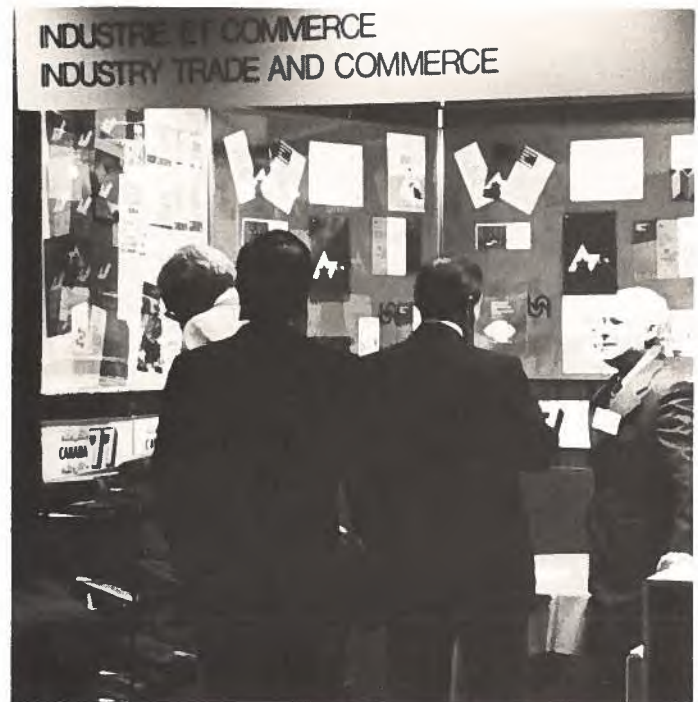
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Business interested in entering the export field or those already established in overseas markets will find the series of books entitled "World Market Opportunities" a must for their bookshelves.

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Canada Courier, an eight-page, full colour trade publicity newspaper produced by the Department of Industry, Trade and Commerce, is designed to promote the export of Canadian products and services. There are six editions published in five languages for a total of 25 issues per year. These are: English International, English United States, French, Spanish, German and Japanese. While there is no distribution in Canada, total international circulation is approximately 215,000.

Annually, trade inquiries average between 18,000 and 20,000 — many of which are of high quality and have led to Canadian companies making sales, establishing licensing arrangements, distributorships and appointing representatives for various countries.

Trade inquiries generated during July, August and September, 1977, totalled 3,469. Estimated total for October, November and December, 1977, is 3,670.

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July, 1977:

"Your coverage has enabled us to sell in over 40 countries, and we have serious representation in Argentina, Australia, Austria, Central America, England, Germany and Switzerland."

September, 1977:

"I have learned from several people in South America that they have learned about us through this particular publication and they contacted us instead of the American competition because of it, and I think that encouraged me and should encourage you to keep at it . . ."

September, 1977:

"This letter is to inform you that we do have a very significant response to the information carried . . . in the *Canada Courier* . . . At the moment, there is a distinct possibility of a licensing arrangement in one country, and we are preparing for serious negotiations in another."

September, 1977:

"Results from your publication have been wonderful. We have appointed a representative to handle Greece, Italy, Yugoslavia, Hungary, Romania, Bulgaria and North Africa. We are looking over 20 promising applicants for dealership plus two possible manufacturers for Australia . . . We have replied to 237 inquiries so far . . . I must say again that your summary was excellent, and certainly has brought results."

October, 1977:

"This article appeared in one issue of the *Canada Courier* in 1973. Sales out of this . . . generated up to this date — a total value of sales in excess of \$120,000.00".



Key publications for industry — Please check (✓) for publications of interest

Programs

- Enterprise Development Program (EDP)
- Defence Industry Productivity Program (DIP)
- Grains and Oilseeds Marketing Incentives Program (GOMI)
- Programs for Export Market Development (PEMD)
- Machinery Programs (MACH)

Doing Business in Canada Series

- Canadian Customs Duties
- Construction Equipment Standards
- Federal Incentives to Industry
- Forms of Business Organization
- Labour Legislation
- Patents, Trade Marks, Industrial Designs and Copyrights
- Tariff Preferences for Canadian Goods Abroad
- Taxation, Income, Business, Property
- Taxation, Sales, Excise and Commodity
- The Business Environment

Finance

- Sources of Venture Capital in Canada
- Financing Canadian Industry

Export Opportunities

Markets for Canadian Exporters, published by countries located in:

- Asia
- Africa
- Europe
- Central America
- South America
- U.S.A. (by region)
- Middle East

World Market Opportunities Series

- Agriculture and Food Products
- Fisheries
- Chemicals
- Electrical and Electronic Products
- Machinery
- Resource Industries and Construction
- Textiles and Consumer Products
- Transportation Industries
- Grains
- Capital Projects
- Defence

Others

- Canada Commerce
- Small Business in Canada: Perspectives
- Canadian Federal Government Services to Business (Revised)
- List of publications

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