

canada 79/80 commerce

December/January

Big Business helping small business



Western Australia —
on verge of a boom!

Reports from Boston, Chicago, Milan . . .

Canada Commerce
December/January, 79/80

Published by the Department of Industry,
Trade and Commerce
Established 1904

The Honourable Robert R. de Cotret
Minister of Industry, Trade and Commerce

The Honourable Ronald Huntington
Minister of State
for Small Business and Industry

The Honourable Michael H. Wilson
Minister of State
for International Trade

Editor:
Anna Hibberd

Assistant Editor:
Bob McDonell

Designer:
Stephen Shewchuk

Correspondence to:
Canada Commerce (98)
Department of Industry, Trade and
Commerce
Ottawa, Ontario, K1A 0H5

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Editorially speaking . . .

Magazine editors chafe under the restrictions of production deadlines too. Just as your consignment of gadgets has to board a certain container ship to meet the contract commitment, we have to catch the press in order to honour publication dates. In this case the presses should be rolling with these words on them some weeks ahead of one of the most important events of the year as far as implications for Canadian business and industry are concerned — the **National Economic Development Conference**, at present scheduled for mid-January, 1980.

This Conference will establish the basis for a continuing industry/government dialogue about the specific constraints faced by the Canadian business community and how they can be resolved. This Department's involvement will be heavy and Canada Commerce readers will be kept informed of policies, programs, projects which evolve from it.

Another important conference looms on the Western horizon early in the new year — a **conference on the Pacific Region** takes place in Vancouver, February 8/9, 1980. Objectives are to focus attention on the importance of the Pacific Rim to Canada and to examine the contribution that region might make to an expanding economic and industrial base for Western Canada. Some 200 senior business, labour and academic leaders will participate, with the Prime Minister and several of his ministers, including those of Industry, Trade and Commerce. An inter-departmental task force, chaired by R.E. Latimer, Assistant Deputy Minister, International Trade Relations, I.T. & C., has been hard at work co-ordinating the government's contribution to this meeting and many background papers are being prepared for conference workshops.

It seems à propos here to draw readers' attention to articles which have been carried in recent Commerce issues on countries of the Pacific Rim (Japan, June/July; China, October/November) and to the series on Australia and New Zealand which begins in this issue with a report from J.N. Grantham, Consul (Commercial) Melbourne, on Western Australia.

Look in this issue also for more in our continuing series on the U.S. (Boston, Chicago); Italy (state industry); regional offices (Winnipeg) and much more. For, while the Moose may be Loose in Texas (see page 11), the following pages are packed tight for your reading enjoyment and edification!

A.H.

Please note that Canada Commerce is available free of charge in Canada only to interested Canadian manufacturers and business persons.

Publiée aussi en français

Report from Boston

Since the beginning of our current series on the work of Canadian Consulates General in the U.S., Canada Commerce assistant editor Bob McDonell has made several flying visits to bring back first-hand information on the state of the markets for Canadian businessmen. His recent trip to Boston brought a story bonus since he was able to see the inner workings of a busy consulate preparing for the largest solo trade fair yet mounted — The Canadian High Technology Marketplace — which attracted 95 Canadian firms displaying their products, services and capabilities to New England buyers, engineers and specification writers. Boston's six trade commission officers under Consul and Senior Trade Commissioner Bob Merner, as well as Consul General T.A. Williams, were all enthusiastic about the potential for Canadian exports to this affluent and expanding market, as the following question-and-answer profile reveals. . .

Commerce:

Mr. Merner, you have only been in this office for a very short time (August '79) but I am sure you have formed some basic ideas of the opportunities for Canadian trade in the post territory?

Merner:

I can't help but be impressed with the number of opportunities open to Canadian suppliers in this market. As you may know, our territory covers the states of Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, all potential marketplaces to increase Canadian exports. We also cover St. Pierre and Miquelon (wouldn't you know it, my visit there is scheduled for December. . . . Of course New York gets Bermuda!)

But it is right here — the Boston area — that provides the largest market potential. The aircraft industry is booming as seldom before as a result of new programs being implemented simultaneously in both military and commercial aviation. U.S. suppliers' order books are over-extended and buyers are anxious to locate reliable new sources of supply in order to cut their procurement times. The proximity of Canadian supply and favourable prices will aid in Canada's export drive.

Commerce:

With all this activity, I'm sure the consulate staff is busy answering queries and making calls. . .

Merner:

Since this is my first U.S. posting, I'm always amazed by the number of queries we receive directly from Canada, particularly phone inquiries. In fact, in order to free our officers to make more contacts with the business community here in Boston and throughout the territory we are relying more heavily on our support staff to answer the routine questions. If an officer is required to follow-up, the routine questions will be already answered and he will be free to apply his expertise to the problem. I suppose this is natural — that we receive direct calls — considering how close we are to the major manufacturing areas of Canada. In any case, we are hoping that this arrangement will allow the officers to get out on the road more to establish their contacts and prepare assessments of the marketplace. Since our support staff has been with the office for many years they are thoroughly familiar with, and able to answer most questions in a businesslike manner . . . the quality of our service in this regard will not be affected.



Bob Merner, Senior Trade Commissioner, outlines the work program at Boston for Commerce's Bob McDonell.

Commerce:

There has long been a close relationship between the New England States and Canada's Atlantic provinces — the so-called Maritime Connection. I suppose this works to the advantage of these provinces.

Merner:

While there is no doubt that there are strong Maritime cultural ties through emigration and inter-marriage, when it comes to trading, particularly in fish and forestry products, there is also a good deal of competition.

A unique situation has developed here. Although the New England States are the second largest exporters of fish in the world — Canada's east coast is No. One — the Atlantic provinces, including Quebec, export more than \$1 million worth of fish products to New England every day. In fact, this market accounts for over a third of the Canadian fish export.

What many people do not realize is that Montreal is as close to Boston as Saint John and Toronto about the same distance as Halifax, thus making southern Quebec and

Ontario prime sourcing locations for the New England market. . . Of course the "family-ties" are an added plus, since New Englanders in general look on Canada as an extension of the American market and not foreign in the generally accepted meaning of the term.

One of our main initiatives in this area is the Maine-Canada days event, "Between Friends/Entre Nous," being held Nov. 19-21 at Portland, Maine. In addition to an interchange of ideas to improve business relations among the more than 200 participants there will be a handicraft fair at which 60 firms are expected to display and sell their wares.

Commerce:

With all the talk on energy these days and considering the historic shortfall of energy throughout New England, I suppose energy-related matters are important to the work of the consulate?

Merner:

Since our Consul General Tim Williams has taken a particular interest in this area I believe he is in a much better position to answer your question. . .

Williams:

We have a difficult position to maintain regarding energy in the New England States . . . on the one hand people read about all the oil and gas exploration in Canada — in the Arctic, the oil sands in Alberta and the discoveries on the East Coast, Newfoundland, Nova Scotia and Baffin Island, the James Bay Hydro electric development and the superiority of the CANDU reactors — and naturally they look at Canada as being power rich. . . . On the other hand, many of these projects are years away in terms of any useful surplus, if we are, indeed, ever in a position to export power on a long-term, guaranteed basis. . . In other words it is difficult to explain that for the short and medium terms, Canada is a net importer of energy, and to point out that our reluctance to supply the east coast market is not selfishness but rather our inability to produce a surplus.

At the present time, the New England coastal states are preparing to undertake exploration for hydrocarbons, oil and gas, particularly in the Georges Banks off Connecticut, Rhode Island and Massachusetts. For this reason the consulate is sponsoring a mission of state officials to Canada's first international petroleum exhibition and conference, Inter-Can '79, at Edmonton.

We hope the sponsored officials will come back with a better appreciation of Canadian expertise in the field and this will lead to Canadian participation in any future exploration along the coast.

In other areas of the energy scene, the New England States have a surplus of electrical generation capacity which will last into the early eighties, but rapidly escalating fuel costs are a major concern here as elsewhere throughout the world.

(As in all American consulates, the commercial officers and trade commissioners specialize in particular sectors and our next interview was with Ken DeWolf, Consul and Trade Commissioner and George Lehner, Commercial Officer, both of whom share responsibilities for defence and high technology sectors. They were of course deeply involved at the time in the preparations for the High Technology Marketplace which took place in late October.)

Commerce:

With the interest shown in the Canadian high technology show, the Boston area must be home to a large number of major companies.

DeWolf:

Yes. In addition to the aviation industry with such giants as Sikorsky and Northrop, the "gold Highway," bypass Route 128, is home to electronic, data processing, armament, communication and consumer goods firms, many of which are in the Fortune "500" list such as G.E., General Dynamics, American Bosch, RCA, Raytheon and a host of smaller but equally well known performers . . . all of which have full order books and can utilize Canada's excess capacity and expertise.



Ken DeWolf, seated, reviews plans for the Canadian High Technology Marketplace with George Lehner.

Lehner:

Of particular interest in the area are defence contractors, many of whom have offset obligations under the U.S.-Canada defence sharing agreements. These firms are constantly on the outlook for Canadian partners to fulfill their contractual obligations as well as reduce the procurement times from those of their normal suppliers. We hope the high technology show will serve as a catalyst to bring together American buyers and Canadian suppliers.

DeWolf:

George has been producing an interesting News Bulletin quarterly to keep Canadian manufacturers abreast of market conditions in the New England defence and high technology industry. (Those wishing to receive the Bulletin should contact the consulate.)

(Our next call was with Beldon Davis and Richard LeCoq, whose responsibilities are basic commodities such as agricultural, fish and wood products. Richard is also becoming familiar with the energy scene and is responsible for financial institutions.)

Commerce:

New England has always had the name of being a large producer in primary fish and wood products. It would seem that these markets would be limited in the Boston area.

Davis:

On the contrary, the market here is so large that local suppliers cannot cope with demands for many types of fish, so the proximity of Canadian suppliers makes it an excellent market for Canadian producers. This is quite evident in the growth of the market for sea foods. The extension to a 200-mile limit off the East Coast has limited the amounts of fish supplied by European fishermen and increased substantially the market for Canadian suppliers.



Beldon Davis shows Richard LeCoq proofs of an ad for the New England Lumber Show. (This year's event brought out 161 suppliers from all over North America; almost half of these came from Nova Scotia, New Brunswick, Quebec, Ontario and British Columbia. The show is designed to bring lumber dealers and wholesalers together and to provide a forum for assessing the market).

LeCoq:

The same holds true in wood products. There is a substantial increase in the amount of lumber and other wood products now entering the New England States, particularly from Quebec, whose producers are large enough to cash in on the opportunities.

Commerce:

How can Canadian manufacturers enter the market?

Davis:

Since much of the most lucrative market is governed by impulse buying I feel that point of sales promotion is one of the most productive. Here at the consulate we are always ready to assist Canadian producers set up in-store promotions by arranging meetings with buyers and managers of chains or specialty shops. Sometimes a product lends itself to promotion right here in the consulate. Last week a specialty manufacturer, Applied Hydroponics, set up a display of its "herb grower" in the reception room. The stand, which

grows herbs in liquid nutrients under artificial light, was a great favorite with chefs who love the added piquancy of fresh herbs.

LeCoq:

We find the same holds true in wood products, so we keep in close contact with the building supply field and are often in a position to advise Canadian producers on what products are in vogue at a particular time or area.

Our last interview was with Al Gavenas, who had just joined the staff and was still attempting to get a handle on his responsibilities for consumer products. Al was finding that a ready market existed for Canadian contract furniture. His calls on giftware distributors had already convinced him that Canadians with imaginative products will find them in demand. Al is one of a growing number of Canadians being appointed Commercial Officers in the Trade Commissioner Service. In the past commercial officers were mostly natives of the country. For Al, the job presents a unique opportunity to learn many facets of international trade.

While our visit was all too brief, it was evident that Canadians willing to put some effort into export sales, would find an enthusiastic and capable staff willing to help them in their work. To "cash in" on this assistance, contact your nearest regional office or the consulate direct.

Canadian Consulate General
500 Boylston St.
Boston, Mass. 02116
Tel. (617) 262-3760.

Boston Update. . . .

Exactly — believe it or not! — 500 buyers visited the High Technology Marketplace for Canadian manufacturers at Boston's Northeast Trade Centre, Oct. 30-31. Of the 95 firms participating, at least 85 per cent indicated on a preliminary questionnaire satisfaction about the results obtained.

Twenty-six of these companies indicated they anticipated signing \$12.5 million worth of contracts over the next 12 months. And two-thirds of all the exhibitors said they would be interested in entering a similar show early in 1980 if one was to be mounted elsewhere in the U.S. Some of the other third of the respondents felt that they already had enough leads to keep them busy for up to a year, while the remainder thought shipping charges would make their products uncompetitive in many sections of the United States.

A review of the results is currently underway in the department to assess the feasibility of mounting a similar show elsewhere in the U.S. early in 1980.

"This four-and-a-half state territory encompasses a market exceeding that of Canada within an area smaller than the Province of Ontario. It is easily accessible to all forms of transportation and, for many Canadian suppliers, can often be serviced at a lower cost than outlying domestic accounts."

Report from Chicago

by Allan S. Poole
Consul and Trade Commissioner



The impression of "no frills' competence" which is the first received by most visitors entering the Mid-West U.S.A. at Chicago's O'Hare International Airport, is often the one which remains throughout their stay in Chicago, or its region. Handling 2,000 flights each day, the airport is the world's busiest, but its traffic is handled in a bland, functional setting which often surprises visitors expecting facilities resembling the set of "Star Wars."

Even to its own residents, Chicago is referred to simply as "The city that works"; an understatement for a city whose manufacturing activity makes it the most heavily industrialized in the U.S.A. Aside from leading the nation in production of steel and related products, Chicago claims the number one status for goods ranging from sausages and candies to inorganic chemicals, envelopes, radios, televisions and surgical appliances. Metropolitan Chicago has also achieved the number one position for construction activity, retail sales, commodity futures trading, trade fair activity and land

and air transportation. To round out this base, the city possesses an abnormally heavy concentration of banks, wholesalers and head offices.

The Canadian Consulate General in Chicago is responsible for trade promotion activities in the states of Illinois, Missouri, Iowa, Nebraska and Southern Wisconsin. Overall, this territory has a population of 23 million, a broad balanced economic base and a slightly higher than average per capita income. Aside from Chicago, the cities of Milwaukee, St. Louis and Kansas City, each with a metropolitan population in excess of

one million, are important peripheral centres with heavy industrial concentrations particularly in sectors such as automotive assembly, brewing, aeronautics, food processing and footwear production. In 1978, Canadian exports to this territory reached \$2.9 billion. Prominent within this grouping were petroleum, lumber, wood pulp, newsprint, fertilizers, aluminum, and a broad range of transportation-related equipment and parts. Overall, Canadian exports of end products, encompassing the entire range of consumer and industrial products, exceeded \$1 billion.

While economists are still far from unanimous about the duration and severity of the current economic downturn, few dispute its existence. The most common prediction is continued high levels of inflation (in or near double digit levels) into the early 1980's, negative growth into next spring and low growth rates thereafter. Naturally, the



effects of such a downturn will impact on this territory, although these effects will be moderated by the service sector and will not be shared evenly throughout the manufacturing spectrum. As a general rule, industrial production is expected to continue to grow throughout the downturn while automotive-related production and consumer products will either stagnate or tail off. Even within the latter group, however, the outlook for sales of many products remains promising.

Consumer Products

Consumer spending in the Mid-West derives its strength from the population, an above average per capita income, readily available credit and, despite reductions in real earning power over the past two years, consumer reluctance to accept lower living standards. In the Chicago area itself, aside from local consumption, sales potential is fuelled by the high degree of centralized buying. The buying offices of seven major

American department stores, including Sears and Roebuck, are located in this city as are the procurement offices for major hardware and other chains. This presence is also felt at the intermediary level through an abnormally heavy concentration of manufacturers' representatives and distributors, many of whom use the city as a base for servicing accounts throughout the Mid-West. Currently, as a result of recessionary pressures, inventories are high and slower moving than normal, particularly for durables. Some innovative items however, such as electronic games, are still moving briskly and suppliers occasionally are unable to keep pace with demand.

Apparel and Footwear

While New York is the undisputed American focal point for these products, Chicago, with its well established distribution channels, is nonetheless a major center in its own right. Canadian suppliers in this area can expect to encounter the full range of con-

sumer tastes from intensely budget minded to the highly fashion conscious. While traditionally local winters are not as severe as those in Canada, conditions during the last three have been extreme and have led to an upshoot in interest for the functional outerwear and footwear common in Canada. Chicago's Merchandise Mart and Apparel Center are widely accepted as the best local vehicles for obtaining exposure in this sector or for servicing local accounts. Displays at these facilities can be arranged on a permanent basis or seasonally via an exhibition at the appropriate "market week." There are also numerous regional shows servicing areas outside Chicago.

Building Material and Fixtures

In 1978, Chicago led the nation in construction activity. Since then, building has tapered off somewhat but nonetheless is substantial especially in the non-residential field. Examples of some particularly ambitious projects include:

- 1) **Completion of phase III of Illinois Center which will make it the world's largest planned urban development.**
- 2) **A 57-storey office building at Three First National Plaza.**
- 3) **Construction of a 1,800-room Hilton Hotel.**
- 4) **Ten assorted office buildings with a total area of 8.5 million square feet.**

Opportunities for Canadians focus primarily on building systems, lumber, plywood and institutional furniture. For the latter, the NEOCON Show held each June represents the best introductory vehicle.

Transportation Equipment

Virtually all mass transit systems in this region are expected to invest heavily for purposes of modernization and expansion during the coming five years. Leading the way is the R.T.A. (Regional Transportation Authority), which services the Chicago metropolitan area and is projecting expenditures on rail, buses and ancillary equipment of \$1.5 billion up to 1985. Aside from the commuter field, substantial investments are also anticipated in the rail sector for rolling stock both by the nine large class I railroads headquartered in Chicago and several large leasing firms which service local and external markets. "Buy American" regulations will be in effect on much of this procurement and will, in many instances, place external suppliers at a competitive disadvantage. The numerous waiver provisions, and current equipment shortages will however moderate the detrimental impact of this legislation on Canadian sales potential.

Vehicles, Parts and Accessories

Reflecting price hikes and fuel shortages, the market for gas powered recreational vehicles has deteriorated dramatically in 1979 although the spillover into vehicles less





dependent on gasoline, such as sail boats and related accessories, has not been as severe. Chicago is the site of the annual Marine Trades' Exhibit which is the leading fair of its type in North America and Industry, Trade and Commerce currently sponsors a group exhibit each September. On the automotive side, demand in the after market is directed primarily towards servicing and maintenance due to current auto-retention habits and the increasingly sophisticated systems which have been introduced in response to tougher emission and mileage requirements. For manufacturers catering to this sector, Chicago is the site of several leading exhibitions and conventions. These include the International Automotive Service Industry Show, to be held in March 1980, the Automotive Parts and Accessories Association Show, held at the end of October this year (see separate story, page 7) and the annual marketing conference for the Affiliated Automotive Representatives.

Food Products

The Mid-West is generally self-sufficient in food production and opportunities for exports of conventional products are limited accordingly. Best prospects stem from convenience foods, health foods, fish and products catering to ethnic tastes. Since the city of Chicago is a major distribution centre in this sector, there are numerous brokers and distributors who service markets throughout the region.

Machinery and Components

Despite the recession, the outlook for machinery and components is optimistic. Manufacturing activity operating at close to or above bottle-neck-levels over the past year, and increasing plant obsolescence have acted jointly to ensure heavy investment for modernization and expansion. Strength has also been derived from government regulations covering pollution control and increased energy efficiency, particularly in the automotive sector, and from cresting

cyclical industries such as aerospace, where defence requirements combined with the introduction of a new generation of civilian jets has placed heavy demands on related tooling.

Electrical and Electronics

Growing recognition of America's sensitivity to energy shortages has enhanced public consciousness of the need for conservation and led to a reduction in power consumption growth rates. Consequently, opportunities for suppliers to the utility market have shifted noticeably from the construction of new plants to maintenance or conversion of the old. For electronic products, the territory's broad and substantial manufacturing base is of particular interest to component suppliers while the heavy concentration of head office operations and banking in Chicago presents an enormous market for information systems, related accessories, software and office equipment. Defence procurement also represents a good opportunity for Canadian suppliers. An officer at this post is accredited to three Commands devoting half his time to identifying prospective opportunities and liaising with procurement officials. Aside from these commands, McDonnell Douglas is located in St. Louis and is one of two finalists in competing to supply Canada's new fighter aircraft. Should this company be chosen as ultimate supplier, related offset obligations could exceed \$2 billion and much of this will be discharged via electronic sales.

Knowing your Market. . .

To producers considering a move into external markets, the choice between a sometimes confusing array of alternatives, be they Caracas, Frankfurt, Los Angeles or Chicago, can only be made with a good understanding of each area's relative advantages. This territory's most obvious attributes are the heavy concentration of purchasing power, the limited geographical

area and the close proximity to Canada. This four-and-a-half state territory encompasses a market exceeding that of Canada within an area smaller than the Province of Ontario. It is easily accessible to all forms of transportation and, for many Canadian suppliers, can often be serviced at a lower cost than outlying domestic accounts. Given the level of interaction of our industries and cultures, there is a general compatibility between products, standards, tastes and personalities which permits business to be done in an atmosphere of mutual comfort. As a general rule, products competitive in Canada, unless unduly sensitive to freight costs or tariffs, face good prospects in this market. Competition is admittedly more intense. However, while this makes buyers more demanding in terms of supplier's professionalism than their Canadian counterparts, it also makes them more receptive to products characterized by innovation or increased profit potential.

Chicago's importance as a trade fair centre is derived from an annual schedule of approximately 40 events including one quarter of the nation's top 25 exhibitions. Overall, approximately 50 per cent of these fairs are national or international, offering opportunities to reach out far beyond this territory's borders. While products featured at these exhibitions cover the entire gamut, hardware and housewares, consumer electronics, restaurant equipment, marine products, sporting goods, automotive equipment and engineering tools are particularly notable.

Notwithstanding their impact however, trade fairs are only one of numerous approaches available to Canadian exporters. In order to best equip themselves for testing the Mid-West waters, exporters should first touch base with the Commercial Division of the Canadian Consulate in Chicago. This section is staffed by six experienced officers, each of whom is a specialist in a particular sector. These officers welcome all inquiries and are fully prepared to discuss any facet of marketing strategy with the ultimate objective being to plug you into the right person at the right level in the distribution chain. While business practice in this area is not dissimilar to Canadian norms, there are nonetheless subtle differences which have the potential to limit sales prospects unless observed. Aside from covering such considerations, advice from these officers can save exporters considerable time and effort and broaden the ultimate client base. Exporters seriously interested in the market should not hesitate to take advantage of this service.

Canadian Consulate General
310 South Michigan Avenue
Suite 2000
Chicago, Illinois 60604
Tel: (312) 427-1031

Chicago photos by: Kee T. Chang,
Chicago Association of Commerce and Industry.

Automotive Parts and Accessories Show Gateway to America's after market



When the average motorist pulls into his neighbourhood service station he's unlikely to associate his surroundings with glamour, perfume and fashion boutiques: he sees soiled, shapeless coveralls and the only heady smell is that of motor oil. That's at the retail level. However, at a lower level in the distribution chain — the automotive show — things are very different. New-comers to the Automotive Parts and Accessories Association (APAA) Show, as they walk through some 169,000 square feet of exhibition space, could be excused for feeling confused, for there is little, aside from the products themselves, that one could relate to the service station setting. Displays, aside from being immaculate, are also colourful and generally extremely creative. Grasping at straws, one could hone in on the mechanics' coveralls worn by attractive hostesses at many exhibits. These are however anything but soiled and certainly not shapeless.

In view of the stakes involved this touch of glamour is hardly surprising. Based on 1978 figures, it is estimated that the A.P.A.A. Show caters to a \$46-billion market; one which is expected to grow both horizontally and vertically to the \$135 billion level by 1990. Such developments as longer auto retention habits, increased use of lighter, less durable parts, deteriorating highway maintenance and the introduction of new products (ranging from sophisticated stereo systems to energy-saving devices and radar detectors) proved significant enough in 1979 to more than counter the dramatic

impact of gasoline price hikes and shortages on the nation's driving habits. In view of the increasingly stringent mileage and emission standards being phased in over the next six years, the impact of change on market expansion is unlikely to moderate.

The A.P.A.A. Show is organized by the Automotive Parts and Accessories Association. From the rather modest inception of the Show and Association 10 and 12 years ago respectively, both have achieved prominent positions in the American automotive after market.

Since 1967, the Association has grown from 75 to 1,500 members encompassing all levels of the trade while, after a decade of evolution, the A.P.A.A. Show has achieved distinction as the leading American trade fair in its field. The fair itself takes place over a three-day period, features more than 700 exhibitors and can be expected to attract some 7,000 buyers. Not surprisingly, close to half this group comes from Illinois, Indiana and Michigan, although large contingents also travel from as far afield as California, or from Canada and other international markets. To complement the trade fair, a "Show Week" is scheduled over a seven-day period to accommodate prefair meetings between manufacturers and their representatives, the Association's annual membership meeting, a series of trade-related seminars and a number of less structured social events. To participate in the fair, exhibitors must be manufacturers or have exclusive distribution rights for at least some of the products being exhibited.

The Department of Industry, Trade & Commerce has sponsored a Canadian Exhibit at the A.P.A.A. for the past five years. In 1979 (Chicago, Oct. 30 to Nov. 2) the Canadian exhibit consisted of 21 companies exhibiting an extensive range of parts, accessories and related auxiliary equipment. Aside from this group, approximately 30 Canadian companies displayed privately under the umbrella of their U.S. parents while several leading Canadian distributors attended in dual capacities as buyers and to service some of their Canadian accounts. In addition, the show attracts some 300 buyers from Canada each year.

To cater to this latter group, the Canadian members of the A.P.A.A. host a gala "Canada Night" reception each year which, despite being limited exclusively to Canadian participation, has become a major and official event on the A.P.A.A. Show Week calendar.

Participation in trade shows has proved to be the most economical and effective method of penetrating the automotive after market. But the rising popularity of trade shows all over the world requires that I.T.&C. knows of manufacturers' intentions to participate well in advance since space reservations must be made at least eight months ahead.

Upcoming shows include:

A.S.I.A. Automotive Service Industries Association Chicago	March 1980
C.I.A. Canadian International Automotive Show Montreal	April 15-17, 1980
Southern Automotive Show Dallas	May 1980
A.P.A.A. Automotive Parts and Accessories Show Atlanta	October 1980
S.E.M.A. Specialties Equipment Manufacturers Association Las Vegas	November 1980
Pacific Automotive Show San Francisco	February 1981
A.S.I.A. Chicago	March 1981

In addition the Department will be involved in Automechanika, Frankfurt, Germany in September 1981 and the Venezuelan Automotive show at Caracas in late September and October 1981.

For further details on these shows and available government assistance contact:

Ron P. Watters
Automotive Parts Division
Transportation Industries Branch
Department of Industry, Trade and Commerce
235 Queen St.
Ottawa, Ontario K1A 0H5
Tel: (613) 995-3201

Australia is one of the world's most affluent countries with per capita income equal to that of Northwestern Europe. Traditionally agriculture has been the base of the economy, however the industrial sector expanded rapidly after World War II. Diverse manufacturing industries developed, particularly the heavier ones such as steel, metals and machinery, chemicals and consumer durables. Massive mineral discoveries have further broadened the economic base.

Trade between Canada and Australia is governed by mutual membership in the GATT and by the Canada-Australia Trade Agreement of 1960 which provides for the exchange of preferences on a number of goods. Canadian exports to Australia in 1978 totalled C\$412.4 million. A strikingly high proportion of this figure is accounted for by manufactured goods. In fact Australia is Canada's third largest overseas market for these and this total is likely to grow if Canadian manufacturers remain enthusiastic in their approach to the Australian market generally.

The following article however (first of a series on Australia and New Zealand) is concerned solely with Western Australia where opportunities for Canadian businessmen lie more in the direction of resource development and consulting services. . .

Western Australia — on the Verge of a Boom!

by J.N. Grantham
Consul (Commercial), Melbourne

When you think of Western Australia, what comes to mind? Skylab's home? Gold? Vastness? Iron ore? Outback Australia? Nickel? Perth — city of lights? Offshore gas and oil? Miss Universe 1979 contest? Bauxite/aluminum? Western Australia is all these things and more.

To set the Western Australia of today in proper perspective, we should take at least a brief look at the past:

The first person known to have placed a leather-shod foot on Western Australian soil was the Dutch explorer Dirk Hartog in 1616. Eighty-three years later Captain William Dampier, RN, sketchily investigated a fragment of Australia's 7,000 km western coastline.

It was the gold rushes of the 1880's that attracted mass migration. By 1885 the population of the state had swollen to 35,000 and the largest city was Kalgoorlie, some 500 kilometres inland from Perth. Western Australia had arrived! Prosperity continued until the Great Depression of 1929.

In the years that followed Western Australians assimilated themselves into a cohesive group — so much so that a secessionist movement in the 1930's would have succeeded were it not for a lack of a majority vote by the



Lonely "Southern Cross" drill rig on location — Hudbay's Gandara-I.

rest of the states. Still today a certain proud, independent spirit remains ingrained in Western Australians.

Gold boomed again in the 1930's creating an island in the distressed Australia of the Great Depression. By the 1950's the gold mines began to close, besieged by rising costs and fixed prices. As has happened so often in

Australian history, the men caught in the squeeze — the prospectors, geologists, entrepreneurs — began to look for other metals in order to survive.

By the late 1960's W.A. experienced another boom — The iron ore/nickel boom. The state has since become one of the world's major sources of iron ore, nickel, bauxite, mineral sands and

solar salt, none of which was being produced in significant quantities, if at all, before 1950. It is about to become a major uranium producer and has the potential to become a major producer of oil and gas. As a result, in a little over a decade, W.A. has landed back on its feet, this time as a vital supplier to a resource-starved world.

Today Western Australia is a place of contrasts. It comprises a total area of 2,525,500 square kilometers (one-third of Australia or almost the equivalent of Ontario and Quebec combined) with a population of 1.2 million, and a per capita income of *A\$4,765. It sprawls through more than 22 degrees latitude, 2,500 kilometers from deepest south to farthest north, 1,600 kilometers across. It has a climate where it rains in summer in the north and in winter in the south. In the deserts it hardly rains at all. But the southern farmlands enjoy the most consistently drought-free climate in the world.

Of Australia's capital cities, Perth is the wettest in winter, the driest in summer, the sunniest and the windiest. Most afternoons the Fremantle "Doctor" blows strongly from the sea, trading stale air for fresh. From Perth, centre of the arts with the largest entertainment complex in Australia (where the Miss Universe Pageant was held), to the company mining towns that form oases in the middle of the Gibson Desert or the Nullarbor Plain, Western Australia is like a magnet attracting people, industry, investment.

Perth, the largest city, has a population of 800,000 and is the distribution hub for the state and its resource-based industry as well as for much of South Australia and the Northern Territory. Perth was the centre of the iron/nickel boom of the 60's and is now the centre for offshore oil/gas exploration on the North West Shelf, Perth Basin and the Exmouth Plateau as well as the Canning Basin areas onshore. Building directories in the city read like a Who's Who of the petroleum world including a number of Canadian firms.

The Western Australia of today is vibrant, optimistic . . . readying itself for a third mineral boom. International investment in the state's mineral



development projects already exceeds A\$3.9 billion. However development in the 70's has been stunted due to world economic conditions. As a result projects worth upwards of A\$7 billion have been in a "holding pattern." Now changes in the energy picture are having a positive effect upon some of these projects, particularly those related to gas, uranium and aluminum.

The indicators are very positive. Notwithstanding the uncertainties of the market, mineral exploration activity (non-petroleum) in 1978 was up 118 per cent for a new peak of 281 applications for reserves — as many as the three previous years combined. Included are uranium, diamonds, iron ore, nickel and gold. But the most significant growth in exploration activity, an unprecedented level in the state's history, is taking place in the petroleum sector. This is due in part to the impetus from geological optimism, fueled by discoveries of large commercial quantities of gas and condensates. Undoubtedly the major factor in the improvement of climate for investment after a four-year decline has been the restoration of federal incentives — accelerated depreciation allowances, world parity prices for newly discovered crude, and tax deductions for offshore investment. Minimum drilling and expenditure

commitments offshore in the period 1979 to 1983 inclusive have reached A\$337 million for 70 wells. Twenty-seven of these wells are on the much-touted, and many feel over-exaggerated, Exmouth Plateau, 150 to 450 km off the North West coast in water depths ranging from 800 to 2,000 metres.

All but three of the remaining 43 exploration well commitments are on the North West Shelf of the state. This is where it is at! The biggest of them all, the North West Shelf project (to begin by the end of '79) as envisaged by Woodside Petroleum Development, will be based on the North Rankin gas field 130 km offshore in 130 metres of water. The estimated cost of the project with landbased facilities in the Withnell Bay area at Dampier, 1300 km north of Perth, is A\$4 billion. Two production platforms will have a combined production of 40 million cubic metres of raw gas per day. The platforms will be connected by two pipelines to onshore facilities, delivering both gas and condensate simultaneously.

The plant will produce up to 10 million cubic metres of sales quality gas per day for the Western Australian market; up to 6.5 million tonnes per year of LNG for export; and about 8 million barrels per year (approximately 1 million tonnes) of condensate. Major

*A\$1 = C\$1.3

components of the onshore plant will include storage for LNG and associated natural gas liquids. Considerable infrastructure including port facilities able to handle large LNG vessels will also be required.

The State Energy Commission (SEC) of W.A. has undertaken to buy up to 8 million cubic metres of pipeline-quality gas a day for 20 years. The gas will be delivered to Perth and the south-western part of the state through a 1500 km, A\$400 million, onshore pipeline, the longest in Australia, to be built by the SEC between Withnell Bay, Perth, Wagerup, and Worsley. Up to 2 million cubic metres per day will go to major industrial users in the Pilbara iron ore region.

While Woodside Petroleum appears to have the upper hand locally as operator, Shell, which is the major foreign partner in the project, definitely has the major say by virtue of its experience both with offshore gas development/production and with LNG. As is the case with projects in other parts of the world both Shell-The Hague and Shell-London are playing key roles in the project. Notwithstanding the focal point in the Perth project office, there is also an important coordinating group

in Melbourne. The fact that much of the specification work and preliminary selection of suppliers has already been done would make it reasonable to conclude that there is only limited potential for Canadian suppliers which 1) have not already been in contact with Woodside/Shell both in Australia and Europe, and 2) have not already established credibility as a supplier to Shell. However, all is not lost in that the North West Shelf Project is probably only the first of what could become another North Sea. **Now is the time for Canadian suppliers to be doing their homework for the future.**

At Wagerup, 110 km south of Perth, Alcoa is building an alumina refinery with a capacity of 200,000 mtpa which will be fired by gas from the North West Shelf. The Reynolds/BHP Alwest consortium will be constructing a one-million tonne per annum alumina refinery at Worsley, 170 km south of Perth. In this case coal from the adjacent Collie field will feed the mill.

Western Mining Corporation is Australia's major producer of nickel. The firm is about to begin a uranium project at Yeelirrie, about 410 km north/northwest of Kalgoorlie. Stage I, located at Kalgoorlie, involves the

establishment of a A\$20 million pilot plant. Stage II envisages an investment in excess of A\$300 million for the establishment of a plant with an initial capacity of 3,500 metric tons of yellowcake per year. There is also another potential uranium project at Lake Way, near Yeelirrie.

Of the five iron ore projects on the drawing boards the one which is most likely to go ahead in the immediate future is Area "C," located 280 km south of Port Hedland, which would replace Goldsworthy's Shay Gap operation in 1982. Other possible projects include:

- **Deepdale (BHP subsidiary Dampier Mining) 60 km east of Dampier;**
- **Marandoo (Texasgulf/Hanwright) 260 km south of Port Hedland;**
- **Yandicoogina (CSR — until July known as Colonial Sugar Refining Co. Ltd.);**
- **West Angelas (Cliffs/Robe River) 330 km south/southeast of Dampier.**

The projects to which I have referred are only some of those which are envisaged for Western Australia. While others do not presently have the same development potential, constantly changing conditions will alter the feasibility of individual projects. The lime-light is clearly on the extractive industries. However they are by no means the only resource industries in Western Australia. Agriculture has long been a staple and vital industry. Forestry, with largely native hardwoods, is concentrated in the south-western corner of the state. The potential has yet to be exploited. With the decision to extend the economic zone to 200 miles (announced at the beginning of November) there have been some encouraging returns from feasibility for fishing along the coast. And there are 7,000 km of Western shoreline!

The activity in the petroleum sector is centred on the search for "Black Gold." To date there are only limited known reserves of oil. Gas has been found in abundance. Once liquid hydrocarbons are discovered in commercial quantities the abiding faith and overriding optimism for which Western Australians are noted will once again be vindicated!



Long a major supplier of hard liquor to the United States market, Canadian brewers are also making inroads into the huge American thirst for beer* as this article from the Dallas Morning News points out . . . and the beer is Moosehead. . . a Maritime favorite.

Moose Loose in Texas . . .

by Skip Hollandsworth



There are some people in this world who think a Moosehead is a furry brown thing with two marble eyes that is put on the living room wall. There are some people in this world who do not spend their evenings swaggering up to the bar and trying to keep their eyes focused as they pipe to the bartender, "Another Mooshead, by gosh. Another Moosehead."

By now you probably are figuring out that Moosehead is a beer. You are also wondering why, in this age of nuclear meltdowns and Cabinet shake-ups, something must be said about another new brand of beer.

Why? It is very simple. The moose is loose in Texas.

"The moose is loose in Texas" has become the maxim of a new and growing breed of beer drinkers.

Yes, well, you are saying, there are some people who are so desperate they will try to drink the nip in the air.

But these people are actually making Moosehead the No. 1 imported beer in the state. They're making it bigger than Heineken — that dark, malty substance from Holland.

DO YOU REALIZE what this means?

Can you understand why baffled brew masters are scratching their heads like they're diseased? A beer from Canada with a silly name is selling better than a distinguished Dutch brand. "It's really amazing," George Schepps, the exclusive Moosehead distributor in the South, shouts over the telephone. He put it on the market in April, 1979 (he had allowed restaurants to use it earlier), "and in all the markets tested, this is the only one that's moved Heineken over on the shelf."

Schepps, the manager of beer and malts for Julius Schepps Wholesale Liquors, loves to go into detail about the whole nature of beer ("All beer is 88 percent water. Did you know that?"), and Moosehead is a topic that makes him ecstatic.

"The market has just jumped like crazy for Moosehead! The way it's going it will be the top import in America."

Consider this example, Gene Street is president of Prufrock Management, a business that owns 17 restaurant-bars in this area. He normally bought 50 cases of Heineken a week. But then Moosehead stampeded southwards. And the demand

was so great for Moosehead that Street now buys 25 cases of Heineken a week and 40 to 45 cases of Moosehead.

"I don't really know why this has happened," Street says. "It might be that it's new. But a lot of customers who drink it for the first time come back for it again. If you put it in a glass and put Heineken in a glass, I can't tell the difference when I try them both."

HE THINKS THE MOST convincing reason to try Moosehead is its name. "It's a neat name. I guess it's a neat name. You know, for Texas, with its image of sportsmen and hunting and all that."

Seriously?

"Oh, okay, I don't know why it's become so popular."

Let us turn to the professors of drinking for the answer — the bartenders.

Greg Nichols, bartender at Lemmon Avenue Bar and Grill: "Listen, we have a Moosehead sign on the wall and flowers in the bottles on every table. It's a real good looking bottle, something that makes people want to try it. Personally, I drink a little Moosehead now and then. I prefer Coors, but when I want something heavier I go with Moosehead."

Tom Eubank, bartender at Balboa Cafe: "It's a good beer, a good beer. It's heavy, but light at the same time. There's a uniqueness to it, you know what I mean? All Canadian beers are that way. We have a lot of customers who come in here and drink only Moosehead. Some ladies come in here almost every night and that's all they drink."

STACEY FIX, bartender at Pearl's Oyster Bar: "We go through a case a day of it. A lot of people do like imported beer, but more like it sort of mellow. That's why they like Moosehead. A lot try it, and we've got a regular clique who come in to drink it."

Moosehead is a good beer, heavy yet light, with a neat name, in a real good looking bottle. What better reasons for its popularity?

Dallas News: Larry Provart

Selling Suds

*While Canadian brewers chalked up another banner year in 1978 in their sales of suds to a thirsty U.S. public, American brewers had a field day in the beer-arid western provinces (due to labor problems which closed down the western breweries) increasing their sales from slightly more than 1,000,000 Imperial gallons in 1977 to some 10,000,000 last year.

Canadian beer exports to the U.S. increased from 20,000,000 gallons in 1977 to 27,000,000 in '78.

With the return of Canadian brewers' products to the West, it is expected that imports will decrease to their more normal levels of some 3,000,000 gallons as compared with the 13,000,000 gallons of beer imported in 1978.

While beer accounts for export sales valued at \$44,000,000, mostly to the U.S., it is far behind the \$273,000,000 earned on liquor exports of 34,000,000 gallons.

One of the features of the Italian industrial structure most noted by visiting Canadian businessmen is the heavy involvement of the state in key areas such as steel, energy, shipbuilding, telecommunications and chemicals. Recent growth in these industries has been politically motivated — government subsidy of unprofitable industry has been used as a means of combatting unemployment, and ensuring a strong industrial base in strategic industries. Regardless of the rationale the successful exporter to Italy may knowingly or unknowingly be dealing with government controlled industry and should be aware of the role these firms play in the Italian economy.

Report from Milan

by D.G. Summers,
Consul and Trade Commissioner



Among the most notable of state-owned companies is the ENI group or the ENTE NAZIONALE IDROCARBURI (the National Hydro-carbons Authority). ENI is a state-owned holding company created by special law in 1953 to promote the Italian national interest in the fields of hydro-carbons and natural vapours. Over the past 25 years its mandate has grown and ENI's interests now include: exploration, production, reprocessing and marketing of nuclear fuels, chemicals, mechanical manufacturing, textiles, and engineering/construction of industrial plants and pipelines. ENI itself serves as a pure holding company coordinating the activities of its operating companies; overseeing their administrative and management functions and ensuring unity of function for the whole group.

The group consists of 199 firms and within the group ENI has 11 principal operating firms serving as head of and having legal control over the many smaller firms in that sector. Thus the businessman dealing with any of AGIP, SNAM, AGIP NUCLEARE, SNAM PROGETTI, SAIPEM, ANIC, NUOVO PIGNONE, LANEROSI, SOFID, SAMIN or OFFICINE SAVO is dealing with a sector head company of the ENI group. A closer look at the activities of each of these sector head firms provides a picture of ENI's range:

AGIP SPA — Worldwide exploration and production of oil, gas, coal and uranium; the refining and marketing of petroleum products; the development of renewable energy resources.

SNAM SPA — Transportation of crude oil and its products; importation, distribution and marketing of natural gas.

AGIP NUCLEARE SPA — Industrial and commercial activities in the nuclear field.

SNAM PROGETTI SPA — Designing, engineering and supervising the construction of pipelines, refineries and petrochemical plants.

SAIPEM SPA — Onshore and offshore drilling activities, construction of over-land and submarine pipelines; construction of industrial plants of all types.

ANIC SPA — Manufacture and marketing of basic chemicals, intermediates and fine chemicals.

NUOVO PIGNONE SPA — Manufacture and supply of machinery and equipment for the petroleum, petrochemical and nuclear industries; construction of pre-fab industrial buildings.

LANEROSI SPA — A full range of activities related to the textile and garment manufacturing industries.

SOFID SPA — Financing of industrial and commercial activities and providing other financial services connected with the activities of the ENI group.

SAMIN SPA — Non-ferrous metals mining and metallurgy activities.

OFFICINE SAVO SPA — Acting sector head for the supply of machinery to the textile industry.

Total sales of the ENI group in 1977 were \$14.127 billion (U.S.). Of this amount 83.3 per cent or \$11.7 billion was in the energy field; 8 per cent or \$1.12 billion in the chemicals sector; 4.1 per cent or \$573 million in engineering and services; 1.5 per cent or \$217 million in mechanical manufacturing; 2.4 per cent or \$334.5 million in textiles; and .7 per cent or \$102 million in financial insurance and commercial brokerage. Figures released for the first half of 1978 indicate an increase of 21 per cent in sales compared to the same period in 1977.

ENI's activities should be viewed on a world-wide scale as approximately 18 per cent of its 100,000 employees are engaged outside of Italy. Also 90 per cent of ENI engineering and services are performed in foreign countries on all continents. In the mechanical manufacturing sector ENI has developed foreign markets for not only petroleum and petrochemical plants but also instrumentation, textile machinery and prefabricated buildings. In hydrocarbons ENI activities are ongoing in the Norwegian sector of the North Sea, in Tunisia, Libya, Egypt, Nigeria and Indonesia, and ENI holds mineral rights in Europe, Africa, the Middle East, Far East and the Americas.

In the energy field, ENI in 1978 supplied 36 per cent of the energy consumed in Italy and 43 per cent of the natural gas and oil. Current objectives include increased exploration for hydrocarbons both in Italy and abroad in order to reduce dependence on foreign suppliers. Thus ENI firms are actively participating in the exploration and development of hydrocarbons and natural gas in Italy and 21 other countries throughout the world. To ensure transport ENI has its own fleet of tankers with a total capacity of 2,500,000 DWT. Similarly, the ENI group owns or has substantial interests in 13 refineries, 9 in Italy and 4 abroad.

ENI is also increasing its activities in the nuclear energy field in line with the projected growth of nuclear energy in Italy. Activities include prospecting for, mining and milling of uranium minerals, mineral conversion, uranium enrichment, fabrication and supply of fuel elements, spent fuel reprocessing, storage and transport.



Current exploration for uranium by ENI is being carried out in Australia, Bolivia, U.S.A., Zambia, Niger, and Canada in addition to Italy.

ENI's chemical division produces large volumes of synthetic rubbers, plastics, chemical fibres, fertilizers and a wide range of other chemical and petrochemical products. Original involvement in this sector was designed to fill entrepreneurial gaps in areas such as synthetic rubbers and fertilizers as well as to increase development of poorer regions in Southern Italy. Currently ENI is focusing its attention on fine chemicals and diversification towards products with good marketing potential such as those for ecological purposes or those serving as intermediates and auxiliaries for other manufacturing as well as the pharmaceutical and para-pharmaceutical fields.

Through SAIPEM and SNAM PROGETTI, ENI is a formidable force in the engineering and services sector. Main activities centre around the engineering and supply of petroleum, petrochemical textile and agro-industry plants; the construction of such plants, the laying of overland and submarine pipelines and well drilling on land and offshore for the exploration and production of oil and gas. Recent expansion of activities has also included work related to the environment, the proper use of natural resources and planning for economic and regional development. It is noteworthy that 90 per cent of the engineering and services activities are performed in countries outside Italy and this of course represents valuable occasions for economic

co-operation at the international level. To provide an idea of the size of ENI activity in this area one need only consider that in 1977 SNAM PROGETTI and its subsidiaries engineered 133 industrial plant units of which 126 were outside Italy.

The mechanical manufacturing sector headed by NUOVO PIGNONE and its subsidiaries not only manufactures but also licenses know-how to qualified companies often in highly industrialized countries. Again this sector is export oriented with NUOVO PIGNONE having over 80 per cent of gross sales abroad. Equipment produced includes turbines, natural gas compressor stations, centrifugal compressors and pumps, prefabricated buildings, and control systems for applications in oil field operations and oil and gas pipelines.

The most recent growth in the ENI group opened up two new sectors as late as June 1978 when by parliamentary law ENI assumed control of companies formerly controlled by the liquidated state-holding company EGAM operating in the sector of non-ferrous metals, mining and metallurgy. This was done to ensure a significant state interest in the strategic non-ferrous metals field and a newly formed sector head company SAMIN was given responsibility for these activities.

ENI also inherited under the same law a group of textile machine manufacturing firms which gave the ENI group the capability to supply complete mills for spinning and finishing yarns of natural, artificial and synthetic fibres. These activities are co-ordinated by Officine Savio Macchine Tessili S.p.A., which in conjunction with SNAM PROGETTI and NUOVO PIGNONE, can provide everything from know-how through plant automation, training of personnel and plant management techniques.

This latest activity also complements the LANEROSI group of companies which covers the entire garment cycle of operations from yarns to finished products and to retail sales shops. The LANEROSI group remains the most important textile industry in Italy and one of the largest in the world and their four operation divisions — garments, decorative fabrics, wool, cotton — all emphasize creativity, technological innovation and production flexibility.

In addition to its own investments in Canada and throughout the world, ENI presents a large market for both raw materials and technology of interest to the Canadian exporter. The Canadian Embassy in Rome and the Canadian Consulate General in Milan are both in a position to assist Canadians in establishing contact with the right companies in the ENI group and would be pleased to respond to any serious inquiries.

Canadian Consulate General
Via Vittor Pisani 19
20124 Milan, Italy
Telex: (Area Code 43) 310368

TRUE or FALSE:

Canada is a low-wage country

Commerce recently asked Ottawa-based free-lance writer Nadja Corkum to explore the mysteries of the somewhat awesomely named Economic Intelligence Branch of Industry, Trade and Commerce. "What goes on there?", we asked. "Does this Branch produce timely information of interest to our readers?". One such piece of information contained in a recent report may come as a surprise to some. . .

Surprise: the correct answer is "true." A July 1979 ranking of ten major industrial countries' labour compensation levels puts Canada in sixth place, behind Belgium, Sweden, The Netherlands, Germany and the United States. (The term *labour compensation* refers to all direct payments paid to the worker including pay for time worked, vacations or other leave, bonuses and fringe benefits such as employer-paid contributions for social security, insurance and the like before payroll deductions of any kind.) Below Canada, in order, are France, Italy, the United Kingdom and Japan. The slippage began in 1973, when we dropped from second to third place on the compensation ladder, relinquishing the number-two rung to Sweden.

This sobering information is the subject of a mini-report known as an "Economic Intelligence Note" produced by Industry, Trade and Commerce's Economic Intelligence Branch.



Donald Astwood, Acting Director, Economic Intelligence Branch, I.T.&C., talks with writer Nadja Corkum.

"Intelligence" may evoke images of James Bond types scurrying furtively about the Canadian landscape, but in fact the Branch's five economists and two statistics officers spend their days poring over mountains of raw data to determine how it may affect Canada's economy. The note just mentioned, for example, resulted from the staff's awareness that discussions of international competitiveness usually rely on data concerning *rates of change* in wages, unit labour costs, productivity and so on. This type of data is useful in determining whether or not Canada is gaining ground on her competitors, but does not tell us where we stand with respect to these competitors. Consequently the Branch began to look at compensation *levels* in various countries, and came up with the fact that Canada has lost ground.

At first glance, this may appear to be bad news; however, the implications are positive. Now that our wages are considerably lower than those of the heavily industrialized European markets, Canadian manufacturers, for the first time in the post-war period, should find their finished products in a good competitive position on the European markets. Furthermore, in the key U.S. market, which accounts for more than 80 per cent of our exports in manufactured goods, Canadian products should become increasingly competitive over virtually all industrial contenders from the major developed countries.

And, according to the Intelligence Note:

These trends also imply that Canadian manufacturers in more general terms are in a much better position than heretofore in taking advantage of the trade and tariff reductions emanating from the recently concluded Tokyo Round and should be less anxious regarding their ability to compete against the products of

Estimated Hourly Compensation of Production Workers in Manufacturing in Ten Industrial Countries/ in U.S. Dollars

1970-1978

Country	1970	1971	1972	1973	1974	1975	1976	1977*	1978**	July 30 1979
U.S.	4.19	4.49	4.84	5.26	5.76	6.36	6.94	7.60	8.26	8.26
Belgium	2.08	2.46	3.18	4.24	5.18	6.69	7.01	8.40	10.18	11.41
CANADA	3.46	3.91	4.32	4.67	5.45	6.11	7.20	7.40	7.44	7.26
France	1.74	1.95	2.37	3.13	3.47	4.61	4.81	5.40	6.80	7.22
Germany	2.35	2.78	3.37	4.59	5.41	6.27	6.60	7.73	9.41	10.32
Italy	1.77	2.14	2.59	3.21	3.67	4.64	4.44	5.17	6.17	6.41
Netherlands	2.14	2.58	3.16	4.31	5.37	6.59	6.99	8.21	9.88	10.68
Sweden	2.96	3.26	4.01	4.94	5.65	7.19	8.26	8.82	9.93	10.74
U.K.	1.48	1.74	2.03	2.27	2.64	3.27	3.13	3.34	4.29	5.26
Japan	.99	1.18	1.58	2.19	2.67	3.05	3.30	3.97	5.41	5.21

* Preliminary

** Preliminary, mid-year 1978.

major industrialized countries in the domestic market as well. It should be noted, however, that there is gathering evidence that competition from the more technologically advanced developing countries such as Korea, Taiwan, Hong Kong, Brazil, Portugal, Mexico, etc. in the markets of the developed O.E.C.D. countries may in the future become increasingly keen. These countries are increasingly able to combine very much lower wage levels with modern technology. The results are becoming evident not only in the traditional labour-intensive industries such as textiles, clothing, footwear, ship-building, but also in the capital-intensive industries, such as steel and automotive industries.

The information in the above table was derived by dividing the estimated total wage compensation per hour in national currencies by the national currency unit per U.S. dollar as of July 30, 1979. This method allows for recent trends in international exchange rates, although it obviously doesn't allow for actual changes in relative compensation rates since that time.

The Economic Intelligence Branch issues approximately 150 Notes a year, but Acting Director Donald Astwood stresses that the Branch's primary function is to brief the Department's three-Minister team on important domestic

and international developments in trade, manufacturing and general economic conditions. This includes researching the answers to many of the questions put to the Ministers in the House of Commons and the Senate or by the media, and contributing input for the preparation of speeches. Occasionally the Director may himself be called upon to speak before various interested organizations on the Department's views regarding trade and manufacturing developments. The staff also may provide oral briefings to delegations visiting from other countries.

Another facet of the Branch's activities is the undertaking of long-range studies such as historical summaries of commodity trade by industrial sectors or perspectives on Canada's trade performance over several decades. Working data such as lists detailing production, investment, price and retail sales, labour and other economic indicators are compiled and issued to interested users.

In support of these activities, the Branch utilizes raw data from a variety of sources. Much of the domestic data originates with Statistics Canada. However, Statistics Canada does not supply manufacturing data *per se*. To eliminate the controversy that can arise from confusion over definition of terms (which can lead to problems with interpreting just what is happening, for

example, to the balance in trade and manufacturing), the Branch maintains its own data base, unique to Industry, Trade and Commerce. Statistics Canada's trade data by commodity detail is recast by industrial sector, so that trade, employment, sales and profit figures can be lined up for each Canadian industry. It is the summaries and interpretations of these figures that appear in the Economic Intelligence Notes, in the Ministers' briefing books, and in the various reports produced by the Branch.

Economic Intelligence Notes are circulated within the department. Reports and working data are, in addition to being distributed within Industry, Trade and Commerce, sent to libraries and to those individuals or groups who have a specialized interest in their content. They are also available upon request to anyone in the business community wishing to obtain particular reports. One title that may be of interest to Commerce readers: Canada's Trade Performance — 1960-1977, Volume 1, General Developments. Volume 2 is in preparation and will be published shortly. Available from:

**Distribution Service
Public Information Branch (98)
Department of Industry, Trade
and Commerce
235 Queen St.
Ottawa, Ont. K1A 0H5**

The team didn't make the Grey Cup this year, but as far as business is concerned . . .

Winnipeg's on the ball, at centre field!

by Bob McDonell, Assistant Editor, Canada Commerce

Set at the geographical centre of Canada, it is not surprising that Winnipeg combines many of the characteristics of the East, including the French flavor of St. Boniface, with the wide-open spaces and friendliness of the West.

This same sort of ambience pervades Industry, Trade and Commerce's regional office in downtown Winnipeg, a few short blocks from the provincial legislature. While it escapes the almost frantic pace of many of the larger regional offices, an air of quiet competence is evident everywhere, from the cheerful greeting of the receptionist to that of Regional Director, Bruce Motta.

In line with departmental policy aimed at bringing I.T.&C. programs and decision-making closer to its clients, regional offices throughout Canada have been beefed up by the addition of staff, such as the Business Information Centres (see separate story) and the elevation of the senior officer to the director-general level.

For Bruce Motta and his staff, this mandate translates into close liaison and co-operation with other federal and provincial government departments involved in industrial and trade development. But it also means that decisions on many departmental programs, such as the Enterprise Development Program and the Program for Export Market Development (PEMD), are made in Winnipeg without referral to Ottawa.

While Winnipeg is noted as one of the major transportation centres in North America and one of the largest grain markets in the world, the city is also becoming an important manufacturing centre. Chief products are related to transportation, farm implements and clothing, particularly outerwear.

One of Winnipeg's largest manufacturing plants, Bristol Aerospace, announced the signing of an initial

\$2.5 million contract with General Electric for engine components while we were in Winnipeg. The contract is expected to lead to further sales in the future. Another division of the company, Rockwood Propellents, had just returned from a PEMD-sponsored visit to Venezuela, where they demonstrated the capabilities of their rockets. Potential sales from this mission are in excess of \$6 million.

Also in transportation, Flyer Industries, North America's only trolley bus manufacturer, has more than two years in back orders on hand. With the increased interest in public transportation, the future looks bright for increased sales of its line of small and medium-sized public transport buses.

Versatile Equipment, manufacturers of heavy duty farm equipment, is enjoying a banner year, supplying not only the Canadian prairies, but also producing for export to the U.S. and around the world. Specializing in equipment for dry land farming, they have brought Canadian technology and experience to many countries faced with similar agricultural problems.

Manitoba's skills in servicing a far-flung, sparse population are finding a ready market in other areas of the world. Manitoba Telephone System, through its consulting services, is assisting developing countries adapt to 20th century technology. Of particular interest is the wired-city concept being field-tested in Elie, Manitoba. Many countries are also studying the unique features in extra high voltage transmission being pioneered by Manitoba Hydro to transport power from its Nelson River generators to southern Manitoba and U.S. points. Further projects along the Nelson are under construction and, through the export of surplus power to Ontario and the north-central United States markets, Manitoba hopes to offset the cost of gas and oil from

neighboring Saskatchewan and Alberta.

Winnipeg is one of Canada's largest production centres for the fashion industry. Some 90 firms produce in excess of \$250 million worth of apparel annually . . . and the industry employs about 8,000 people directly in its plants as well as several thousand more on a part-time or piece basis. Exports shipped to 17 countries concentrate mainly on outerwear, sportswear, sweaters and jeans.

In keeping with its importance, the industry has set up the Productivity Centre for the Fashion Industry in Manitoba (this with assistance from the provincial and federal governments). The objective of the Centre is to put in place services and facilities to improve the levels of productivity and efficiency, thus enhancing the industry's competitiveness and viability in domestic and world markets.

It provides:

- on-going, economical and professional assessment of productivity;
- assistance in the implementation of new techniques and technology;
- a source of technical information;
- development of working groups to increase awareness of the industry.

Inaugurated in July 1978, the Centre is being supported jointly by the federal and provincial governments and the industry for a period of three years at which time it is expected to become self-supporting.

This year, as a result of an Export Canada '79 (I.T.&C. program) initiative, the Manitoba fashion industry has undertaken the Canadian Outerwear Fashion Fair, the largest show ever undertaken by the fashion industry in Canada. The fair has attracted 60 Canadian manufacturers, who will be showing their fall and winter offerings at the Winnipeg Convention Centre from March 4-6, 1980. Through the offices of I.T.&C.'s Trade Commissioner Service, 300 to 500 buyers — mostly from the United States — will be on hand for the event.

Except for assistance in recruiting and bringing in buyers to the Fair, and promotion, the show is being handled exclusively by industry representatives.

With the increased emphasis being placed on export markets, Winnipeg

is well situated to serve the American midwest, particularly those states served by the consulates at Chicago and Minneapolis. And, while these are the most important, the regional officers are quick to point out that its excellent north-south and east-west transportation links by rail, road and air put Winnipeg within easy access of the entire North American continent and in fact the world. They add, somewhat proudly, that while Winnipeg is at the centre of the continent, Manitoba boasts a deep sea port — Churchill —

several days closer to Europe than the St. Lawrence Seaway.

The seven regional officers — Dick Davis, Ron Bollman, Terry Sellen, Don Hodgson, Peter Lawrence, John Kneale and Graham Weber — are each responsible for an industry sector and for liaison with the various, usually interrelated, industry associations, government departments and programs.

Although Winnipeg in Cree means “muddy waters,” there is little that is muddy in the city’s industrial outlook — thanks to an excellent location, the

entrepreneurial spirit of its businessmen, good labor-management relations and the assistance of dedicated government employees, among them I.T.&C.’s regional staff, ready to help the business community.

To take advantage of this assistance, Manitobans should contact the I.T.&C. regional office at:

**507 Manulife House
386 Broadway
Winnipeg, Manitoba
R3C 3R6
(306) 949-2381.**

Opening up shop

The three Feuer sisters-in-law, Beryl, Lil and Sharon had spent some time assessing the retail clothing market in Winnipeg when they decided to contact the Business Information Centre in I.T.&C.’s Winnipeg Regional Office. They had already decided that Winnipeg needed a shop specializing in oversize women’s fashion, had tentatively identified a location and selected a name (“Foxy’s”) when they spotted a Business Centre ad. Their resulting visit is covered here.



Sharon Cave, secretary in the Business Information Centre greets Sharon Feuer (above) and shows Lil Feuer some departmental literature (top left). Interviewed by BIC manager, Millie Thompson, standing, (top right) to determine their exact information needs, they were provided information on:

- licensing requirements
- Small Business Loans act and Federal Business Development Bank (financing)
- availability of counselling services for small businesses (Manitoba Dept. of Economic Development)



- import permit requirements and regulations for clothing imports
- a Canadian list of manufacturers of queen-size clothing (supplied by Textiles and Consumer Products Branch, Ottawa).

The visitors were then introduced to Graham Weber (above) regional officer in charge of Distribution Services who advised them of an upcoming seminar for retailers which would cover most aspects of running a retail business.

The Hamilton-Wentworth Business Council — the first community organization in Canada to provide a non-profit consulting service to help small businesses solve manufacturing and production problems. How? Put simply — the HWBC has obtained the co-operation of 20 large manufacturing companies in the region, together with McMaster University and Mohawk College, to provide their top problem-solving talent as voluntary consultants. These experts make recommendations and help implement solutions to industrial problems. What started out as an experiment two years ago, is today a model for other communities across Canada and already the Council chairman, William P. Cooper, is considering ways to extend its service. Naturally, behind every success there's a story — so here's how the HWBC proved that . . .

Big Business Helping Small Business is a Concept that Works!

by Lydia Huber

First of all, small businesses everywhere face a common dilemma — in order to stay alive and competitive (the sink or swim concept) they must find prompt solutions to the many managerial, technical, financial, marketing, and human resource problems they face daily. There are several obstacles. More often than not, small entrepreneurs do not have the time, money, or knowledge to solve such problems and, from their viewpoint, conventional consultants cost too much, lack the specific expertise needed, or aren't interested in handling small projects. This situation may very well contribute to the higher commercial failure rates of smaller enterprises, particularly during their first years of operation.

This is where large manufacturing concerns have the advantage — they can afford to employ the best experts to solve any technical problems that crop up.

The idea to tap the problem-solving skills of the industrial giants in the Hamilton-Wentworth region came from Bob Halfnight of the Ontario Ministry of Industry and Tourism and Dr. Robert Joyner of the faculty of business at Hamilton's McMaster University. Both were in agreement that the expertise to help small manufacturers was present in the larger firms of the area. The next step — how to get these firms to co-operate. Dr. Joyner agreed to head a steering committee.

The committee decided that a community based business council, "representing the community and viewed as thoroughly committed, public-spirited citizens" was the answer. Thus the HWBC was born. Its eight-member board, initially chaired by Dr. Joyner, included a rabbi, a United Steelworkers Union official, a provincial court judge, three local businessmen and a former federal cabinet minister.

Peter Friedman, also of the Ontario Ministry of Tourism, was seconded to the Council as its first co-ordinator to serve as full-time manager of the Council's day-to-day operations. He has since been promoted to new duties by the Ministry and has been replaced by Harry McMurray. Fred Raubach of the federal Department of Industry, Trade and Commerce became the Council's main liaison with Ottawa.

This unusual mix helped the HWBC raise seed money for its first year of operation which was budgeted at \$78,000 and subsequently came in at some \$10,000 under budget. Assisting with the required funding were the local regional government with a \$10,000 contribution; the Federal Department of Industry, Trade, and Commerce with a \$20,000 contribution; and the Ontario Ministry of Industry and Tourism with the salary of the co-ordinator. A small amount of funding was obtained in the form of consulting fees.

Through trial and error, the steering committee developed the program's basic concept: each participating big company would appoint a co-ordinator who, when contacted by the Council about a small operator's problem, could quickly contact whichever of his company's employees was best equipped to deal with the problem — and willing to volunteer.

But persuading big manufacturers to participate was not easy.

Says Joyner, "They had been approached by every agency in the city, and they were becoming wary, blasé, or both." However, logic and goodwill triumphed, and Joyner and company managed to recruit 20 companies to participate in their consulting program. These resource companies are: Dofasco; Firestone; Greening Donald; International Harvester; National Steel Car; Otis Elevator; Procter & Gamble; Westinghouse; Fell-Fab; Stelco; Robertson Building; Canadian Appliance; Levi Strauss; Canadian Vegetable Oil Processing; Consolidated Bathurst Packaging Limited; E.D. Smith; Wabco; Dominion Glass; Jervis B. Webb; Allen Industries.

To date, the HWBC has already worked on more than 130 projects — and it's hard to find any detractors of the scheme. The beneficial effects of the HWBC have gone beyond the immediate tangible benefits received by a number of small firms — it's become a forum whereby enhanced co-operation within the business community has been achieved.

In fact, the program has had some unexpected side benefits

for the big company specialists who are pleased to participate as it provides an opportunity to apply the "nuts and bolts" of their expertise.

Says Rudy Rauch, a production control and scheduling expert with Westinghouse Canada Ltd., "I've found that getting back to basics can be a good thing. And there's always the possibility of finding a good supplier among the companies we consult for." Joyner notes another spin-off: the program can give big company employees a much deeper appreciation of the fact that in the small manufacturing environment, solving problems often takes more finesse than finance.

As well, the resource suppliers of specialists are enthusiastic with the opportunity to demonstrate their interest in serving the community.

Small business users, for their part, have been impressed with the quality of specialist expertise, the speed with which they resolve problems, and the ability to discuss their problems with people who "speak their language."

Will There Be More Councils Established?

There are some who believe the success of the Hamilton-Wentworth Business Council was a unique happening and is not likely to be successfully duplicated. They say that Hamilton is a city that is known for pulling together and going all out to support local projects; that it had the right kind of industrial base with a substantial number of large companies that could be used as resource suppliers and a large number of small firms to serve as a user base; and that the Council itself was a unique mix of high profile, interested, aggressive individuals. These are the ingredients necessary towards making such a project practical and successful. A hard-working, capable co-ordinator who believes in the concept is also an essential component.

Although the Hamilton-Wentworth Business Council remains funded as a pilot project, the federal government is considering the establishment of a national program to accommodate five councils in major metropolitan areas.

To demonstrate practical applications of such a project, let's look at some . . .

HWBC Cases in Point

Problem: A Hamilton manufacturer of snowplow attachments for use on small trucks was experiencing poor productivity because of an inefficient welding system. The components were being assembled by one skilled welder at the rate of about 10 per week.

Solution: the HWBC engaged a volunteer consultant from the agricultural division of International Harvester Canada Limited. Within three weeks the consultant devised jigs and fixtures that now enable semi-skilled welders to assemble the snowplows easily and without loss of quality. Production improved by 80 per cent and the firm is working at full capacity to keep up with sales demand. Says the company president, "And the bill was only \$67.50. You can hardly take someone to lunch for that anymore." In fact, says Harry McMurray, Council co-ordinator, this fee was more than average — in the first year of operation, the biggest consulting job cost \$150 and the average was \$50. (see box for revised fee structure).

Problem: An Ancaster manufacturer of vibratory feeders was having difficulties with inventory control and production scheduling. Assembly of the equipment was frequently interrupted by shortages of components through poor inventory checks and ordering procedures. Cash flow and customer relations were being seriously affected by delivery delays.

Solution: A production planning expert from Westinghouse Canada Limited was engaged by the HWBC. He recommended that a two-bin inventory system be installed. In each bin containing components for the feeders a second bin was included — to be opened only when the first batch had been exhausted. The second bin contained a detailed order form for replenishment, which was promptly mailed to the supplier and delivery arrived before the second bin was depleted. The system is working smoothly and the feeder firm's equipment deliveries are now on schedule.

Problem: A small manufacturer in Stoney Creek was moving to new facilities and needed help in laying out this new plant.

Solution: An industrial engineer from National Steel Car worked with the owner in planning the new layout and the company is now moved and operating smoothly.

These three cases are only examples of the kind of help small businesses in the Hamilton-Wentworth region are receiving through the effective "go-between" activities of the HWBC. The result — perhaps the best liaison system between small and large companies in Canada.

The HWBC — how it works — what it costs. . .

The Hamilton-Wentworth Business Council (HWBC) is a non-profit advisory body comprised of community leaders with widely diverse backgrounds. Its aim is to assist small and medium-size companies in the Hamilton-Wentworth industrial neighbourhood in overcoming manufacturing and production problems. The council receives funds from the regional municipality, as well as federal and Ontario governments, but it operates autonomously. Fees are charged to a company on a project basis — \$12.50 per hour with a minimum charge of \$50.

Consultant skills available include:

Industrial Engineering: time and motion study and other measurement techniques; materials handling; plant layout; project evaluation; product design and evaluation; tool design, and cost estimating techniques.

Manufacturing: management methods; quality control and inspection methods; inventory control systems; packaging methods; warehousing, and preventive maintenance.

As well as purchasing methods; engineering as required for specific projects; and systems design and procedures (computer and manual).

For additional information contact:

HWBC, Harry McMurray
370 Main Street East
Suite 101
Hamilton, Ontario
L8N 1J6
Tel: (416) 528-5924

F.L. Raubach
Programs Branch, I.T.&C.
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 996-2501

B.O.S.S. Update

As outlined in previous issues of Canada Commerce the Business Opportunities Sourcing System is comprised of two principal components . . . a computerized on-line data base containing 30 elements of key information about each firm and the goods and/or services provided, and a microfiche file containing a micrographic copy of the B.O.S.S. questionnaires as completed by participating companies. An integral part of the microfiche component are the computer generated indices which cross reference the data contained on the questionnaires and enable easy access to this information. Following is an example of the "B.O.S.S. Product Index" which is one of the indices used in this new rapid retrieval information system. It will be noted that while the index provides a significant amount of key information about a firm, more complete information is available by referencing the specific microfiche specified on the index for each firm.

The initial release of the B.O.S.S. data base has now been completed and the system is undergoing extensive testing in the Department's regional offices in Canada and trade posts around the world as well as at a number of participating provincial offices.

This new system provides the Department's trade commissioners and regional offices with pertinent information about Canadian companies and the goods and/or services they provide. This system will enable them to respond to inquiries received from potential buyers of Canadian products. Also, the information obtained from the B.O.S.S. questionnaires will be used to produce a number of I.T.&C. directories which are circulated throughout the world and are in high demand.

The Department is endeavouring to increase the number of manufacturing firms included in B.O.S.S. and has mounted extensive follow-up procedures to encourage those firms which have yet to complete the B.O.S.S. questionnaire to do so. A questionnaire package was also mailed recently to 1,200 international trading houses across Canada thereby expanding the system to cover both manufacturers and trading houses. A separate questionnaire covering consulting engineers, service agencies, etc. will be mailed out early in 1980.

The next release of the B.O.S.S. file will be made in February 1980. If you have received a B.O.S.S. questionnaire and have yet to complete it, you are encouraged to do so at an early date so as to ensure that your firm is included in this system.

For further information on B.O.S.S., or if you have not received a questionnaire, contact your regional I.T.&C. Business Information Centre.

**** B.O.S.S. PRODUCT INDEX ****

CITC Product/Company Name/Address/Postal Address

3402200 Wood Pulp, Bleached Sulphate/Kraft/, Paper Grades, Hardwood

ABC FOREST PRODUCTS LTD.

15TH FLOOR — 707 BURRARD ST., VANCOUVER, B.C. V7X 1B5
+707 BURRARD ST., 15TH FLOOR, VANCOUVER, B.C. V7X 1B5

EXPORT MGR: MISS FERN WOOD

EXECUTIVE OFF: MR. BUD WORMINGTON

PHONE: 604-664-6636 TELEX: 04-53338 COUNTRY OF PARENT: CANADA

TOTAL STAFF: 1,000+ ANNUAL SALES (\$000): EXPORT SALES (\$000):

MICROFICHE: 0011-A07

COMPANY #: 12765

REPORTED: FEB/79

TYPE: MANUFACTURERS

EXPORTER:

ABC PAPER LIMITED

701-4440 JASPER AVE., EDMONTON, ALTA., T5J 1P6

EXPORT MGR: MS. TAKE

EXECUTIVE OFF: MR. JIM NASIUM

PHONE: 403-456-6610 TELEX: 037-3456 COUNTRY OF PARENT: CANADA

TOTAL STAFF: 20-49 ANNUAL SALES (\$000): \$1000-3000

EXPORT SALES (\$000)

MICROFICHE: 0011-A14

COMPANY #: 79311

REPORTED: FEB/79

TYPE: MANUFACTURERS

EXPORTER:

THE ABC PAPER COMPANY LIMITED

40 KING ST., ST. CATHARINES, ONT. L2R 7G2

+P.O. BOX 3050, ST. CATHARINES, ONT. L2R 7G2

EXPORT MGR: MR. M. BARK, VICE PRESIDENT, MARKETING AND DEVELOPMENT

EXECUTIVE OFF: MR. BUZZ SAWYER

PHONE: 416-699-5036 TELEX: 021-5243 COUNTRY OF PARENT: UNITED STATES

TOTAL STAFF: 1,000+ ANNUAL SALES (\$000): \$5000+

EXPORTS TO:	AUSTRALIA	UNITED KINGDOM	ISRAEL
	NETHERLANDS	SOUTH AMERICA	FRANCE
	ITALY	SPAIN	UNITED STATES
	AUSTRIA	WEST GERMANY	JAPAN
	SWITZERLAND	BRAZIL	

INTERESTED: WORLDWIDE

MICROFICHE: 0009-A09

COMPANY #: 14786

REPORTED: FEB/79

TYPE: MANUFACTURERS

EXPORTER: YES

EXPORT SALES (\$000): \$5000+

3404920 Wood Pulp, Sulphite, Unbleached, News Grade

PAPER PRODUCTS LIMITED

80 KING ST., ST. CATHARINES, ONT. L2R 7G2

+P.O. BOX 3056, ST. CATHARINES, ONT. L2R 7G2

EXPORT MGR: MS. S. PELL VICE-PRESIDENT

EXECUTIVE OFF: MS. CRYSTAL CLEAR, PRESIDENT

PHONE: 416-688-2030 TELEX: 021-5243 COUNTRY OF

PARENT: UNITED STATES

TOTAL STAFF: 1,000+ ANNUAL SALES (\$000): \$5000+

EXPORT SALES (\$000): \$5000+

EXPORTS TO:	AUSTRALIA	UNITED KINGDOM	ISRAEL
	NETHERLANDS	SOUTH AMERICA	
INTERESTED:	BRAZIL	INDIA	

* Postal Address

MICROFICHE: 0009-A10

COMPANY #: 12000

REPORTED: FEB/79

TYPE: MANUFACTURERS

EXPORTER: YES

Business Information Centres Industry, Trade and Commerce

OTTAWA, ONTARIO:

Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario
K1A 0H5
Telephone collect: (613)995-5771
Director: **P. Eugene Marchand**

NEWFOUNDLAND:

P.O. Box 6148
127 Water Street
St. John's, Newfoundland
A1C 5X8
Telephone: 737-5000 or ZENITH 0-3200
Manager: **Kay Coxworthy**

PRINCE EDWARD ISLAND:

P.O. Box 2289
Dominion Building
97 Queen Street
Charlottetown, Prince Edward Island
C1A 8C1
Telephone: 894-3926 or ZENITH 0-3200
Information Office: **Marie Landrigan**

NOVA SCOTIA:

5251 Duke Street, Suite 1122
Duke Tower, Scotia Square
Halifax, Nova Scotia
B3J 1P3
Telephone: 426-7910 or ZENITH 0-3200
Manager: **Norman Ross**

NEW BRUNSWICK:

Suite 642
440 King Street
Fredericton, New Brunswick
E3B 5H8
Telephone: 452-3808 or ZENITH 0-3200
Manager: **Carlos Gomes**

QUEBEC:

P.O. Box 1270
Station "B"
Suite 512
685 Cathcart Street
Montreal, Quebec
H3B 3K9
Telephone: 283-8185 or ZENITH 0-3200

ONTARIO:

1 Front St.
Room 301
Toronto, Ontario
M5E 1B2
Telephone: 369-4941 or ZENITH 0-3200
Manager: **Robert Macpherson**

MANITOBA:

507 ManuLife House
386 Broadway
Winnipeg, Manitoba
R3C 3R6
Telephone: 949-6163 or ZENITH 0-3200
Manager: **Millie Thompson**

SASKATCHEWAN:

Room 980,
2002 Victoria Avenue
Regina, Saskatchewan
S4P 0R7
Telephone: 569-6666 or ZENITH 0-3200
Manager: **Glenna Stafford**

ALBERTA:

500 Macdonald Place
9939 Jasper Avenue
Edmonton, Alberta
T5J 2W8
Telephone: 425-7063 or ZENITH 0-3200

BRITISH COLOMBIA:

P.O. Box 49178
Suite 2743
Bentall Centre, Tower III
595 Burrard Street
Vancouver, British Columbia
V7X 1K8
Telephone: 666-2014 or ZENITH 0-3200
Manager: **Peter Fentiman**

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