



Welcome back:

New horizons, new name

Welcome back, for you may have been a reader of our forerunner, the New Brunswick Export newsletter, published by the Department of Regional Industrial Expansion or DRIE as it has been known since 1982.

We are now Industry, Science and Technology Canada (ISTC) soon to (officially) replace DRIE. ISTC New Brunswick will focus its policy, advocacy, program and service activities on assisting New Brunswick industry to meet the major challenges of global competition. Encouraging and supporting the international competitiveness of our industry as well as pursuing excellence in both industry and science are the cornerstones of the ISTC mandate.

Specifically, ISTC's three principle areas of service delivered within a framework of national policies include business information and analysis, trade and market development, technology services and industrial development.

In this issue of our newsletter we will attempt to inform you about us and about how we can work more effectively together. Future issues will focus on New Brunswick industries, the science and technology communities and the opportunities for growth.

We are eager to serve you in this exciting and challenging new capacity with ISTC New Brunswick. We hope you will find our quarterly newsletter informative and beneficial. We invite your comments and suggestions on how we can service, inform, and work together with you in the future.

Yvon A. Lavallée, Acting Executive Director
Industry, Science & Technology Canada



An international group of Science and Technology counsellors recently met in Fredericton. From left to right, they are: Maureen Lofthouse, Science and Technology Counsellor, Bonn, FRG; Victor Bradley, Science and Technology Counsellor, Washington, D.C.; Victor Landry, Director, Technology and Investment Development, ISTC - Moncton; Eric Anderson, Technology and Investment Development Officer, ISTC - Moncton; and Bill Bhaneja, Deputy Director, Science and Technology Division, External Affairs, Ottawa.

Science and Technology counsellors meet

Science and Technology counsellors from the Department of External Affairs met in Fredericton recently to brief senior business, academic and government representatives about the latest developments in international technology.

The delegation to Fredericton included Ms. Maureen Lofthouse from Bonn, West Germany and Victor Bradley from Washington, D. C. who are part of a network of counsellors based at Canadian embassies around the world. These counsellors monitor scientific and technological developments overseas and outline the usefulness of these developments in Canada.

In Fredericton the counsellors, along with Bill Bhaneja of External Affairs and ISTC - New Brunswick officials, met with provincial representatives and a variety of people from New Brunswick universities and associations to review major technology policy and program developments in the countries where Ms. Lofthouse and Mr. Bradley are posted. They also discussed ways to heighten awareness of the dynamic role the government's Science and Technology counsellor network can play in helping Canadian industry acquire foreign technological know-how.

DISTCOVERY helps Canadian business

Business people and entrepreneurs alike can benefit from ISTC's new information and advisory service on business opportunities, DISTCOVERY.

DISTCOVERY is a tool for discovering and acquiring new business opportunities emerging from a worldwide explosion in technological developments. The service, developed by the New Brunswick office as a pilot, is currently being enhanced for national implementation. It can help you and your company become aware of these products and technologies and put you in touch with people who can assist you in acquiring a new business opportunity. DISTCOVERY also features Canadian products and process inventions.

At the mobile DISTCOVERY centre, you can browse through hundreds of color brochures and licensing offers covering new products, processes and

services originating from around the world. There are even a few samples to examine.

Next, you can explore a computer data base containing thousands of other ideas.

Then, there's an ever-growing network of advisory and intelligence services to help you take the next step. This includes people from ISTC industry sectors, provincial government, the National Research Council and related provincial technology organizations, private sector technology transfer firms as well as the Department of External Affairs' network of officers and counsellors throughout the world.

In New Brunswick, please contact ISTC's Moncton office at 770 Main Street by writing to Box 1210, Moncton, N. B. E1C 8P9 or calling (506) 857-ISTC for further information.



Reviewing brochures on a few of the thousands of business opportunities in the DISTCOVERY program are Victor Landry, Director, Technology and Investment Development and Laura Robinson, Technology Development Officer with the Canadian Consulate General in Boston. Ms. Robinson recently visited the ISTC Moncton office during a reconnaissance visit to Atlantic Canada.

Technology and Investment Development

An overview of programs and services

The Technology and Investment Development Branch is responsible for all matters relating to technology development, science, investment development, strategic technologies (biotechnology, advanced industrial materials, information technologies), and the DISTCOVERY program.

A variety of programs and services are available in each of the above areas.

Current key personnel include Victor Landry, Director of the Technology and Investment Development Branch; Eric Anderson, Technology and Investment Development Officer, Richard Jones, Technology Development Officer and Pat Kimball, secretary.

Key objectives of the branch are to promote technological development, diffusion and transfer; create an environment conducive to innovation, research and development; promote investment development in New Brunswick; promote linkages within government, industry and academia; and assess the technological constraints facing industry.

ISTC's Technology Forum

With increasing interest being shown in the development, transfer or acquisition of new technology, it is incumbent upon all technology players to become more aware of what others are doing in New Brunswick. The Moncton office of Industry, Science and Technology Canada recognizes the importance of coordinating these efforts and making the best use of limited resources. As a result, on December 12, 1988 it chaired the first round table discussions in Moncton. Presentations were made by the Science and Technology Secretariat of the New Brunswick Department of Commerce and Technology, the National Research

Council, the New Brunswick Research and Productivity Council, Canadian Patents and Developments Limited, Incuftech, the Innovation Centre, and Industry, Science and Technology Canada. Members of each organization made a presentation addressing their mandate, key services/personnel and how they perceived themselves participating in the development, transfer or acquisition of technology in New Brunswick.

A follow-up meeting took place in March at which time ISTC organized presentations by the federal Department of Communications, Atlantic Canada Opportunities Agency (ACOA), l'Université de Moncton and the University of New Brunswick.

1989 Canada Awards for Business Excellence

It is that time of year, once again, to consider entering the Canada Awards for Business Excellence program. The awards offer recognition and prestige to Canadian business achievers, regardless of size or sector of economic activity.

For the first time this year, a new category will be added, that of "Quality", hoping to focus national

attention on the vital importance of quality to firms wishing to compete effectively in the international market.

Other categories include: small business, productivity, marketing, entrepreneurship, labour/management cooperation, invention, innovation and industrial design.

Award winners are selected by a

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Interaction '89 scheduled for May

An *Interaction '89* "Meet the Buyers" trade show and conference will be held May 16 and 17 at Hotel Beausejour, Moncton.

The event is sponsored by the Conference of New England Governors and Eastern Canadian Premiers with New Brunswick acting as host. The conference will highlight new export trade opportunities between New England and Eastern Canada under the Free Trade Agreement.

Endorsed by Premier Frank McKenna, *Interaction '89* will feature speakers who will detail new opportunities within Eastern Canada and New England to supply goods and services to the private sector and to the United States and Canadian governments. "The show will provide companies with an opportunity to visit exhibition booths and to meet buyers from some 40 major purchasing agencies from the regions, who together represent millions of dollars of buying power, to find out what goods and services they are buying and how to become a supplier to them," said the Premier.

There will be two major topics at the conference: major project opportunities in New England and Eastern Canada and doing business with federal governments.

The first day will feature an overview of major construction opportunities and trends in the two areas as well as the Boston area major construction projects and the Hibernia oil development.

Day two will include speakers from areas such as the U. S. Department of Defence, Canadian Commercial Corporation, and Supply and Services Canada.

A luncheon hosting the official opening ceremonies and a reception and banquet with keynote speaker will also take place.

Registration fee is \$150 Canadian and includes admission to the conferences, trade show, receptions, luncheons, banquets and conference materials. A block of rooms has been reserved at the Hotel Beausejour (506) 854-4344 for participants in *Interaction '89*. For more information call the Trade Group at Commerce and Technology, (506) 453-2875.



Pictured above with Claude Charland, Canada's Ambassador to France are (left to right) Guy-André Gélinas, Senior Trade Commissioner, Ambassador Charland, and Valdo Grandmison, General Director, Conseil économique du Nouveau-Brunswick. Ambassador Charland addressed a group of 75 people at a breakfast meeting in Moncton recently on business opportunities for New Brunswickers in France. His keynote speech focused on increasing Canadian exports to France and how France can be an entrée to the European Economic Community in 1992.

Canada Scholarships program continues to benefit students

In January 1988, Prime Minister Brian Mulroney announced the beginning of an \$80 million Canada Scholarships program providing 2,500 students across Canada with up to \$8,000 each over the next four years.

Initially, the program will operate for five years, and each year will see another 2,500 students receive this award. Once it reaches maturity, there will be up to 10,000 Canada scholars. At least half the scholarships will go to women, and each province and territory will have scholarships awarded to at least 10 residents a year.

In establishing the program last year, the government had two major objectives: to make sure that Canada has the highly qualified people it will need to compete in a world economy that is increasingly dependent on science and technology and, secondly, to make Canadians aware of the importance of science and technology to the future of Canada.

According to the federal govern-

ment, this program addresses a clearly identified need. In Canada, undergraduate enrolment in natural sciences and engineering has simply not kept pace with the growing importance of science and technology in our society. It has increased by only about half the rate of increase for the social sciences and humanities.

The scholarships are part of the federal government's long-term plan to sustain Canada's economic growth by enhancing our science and technology resources. They will help to ensure that Canada develops the skilled scientists and engineers who will secure our place in the highly competitive international markets of the future.

A minimum of 10 Canada Scholarships will be awarded in each province and territory, allocated to post-secondary institutions and based on the number of undergraduate degrees awarded in the eligible disciplines.

CALENDAR OF EVENTS

Date	Event	Location	Sponsoring Organization	Contact
April 10	Financing Facilities to Support Exports to the United States Market	Saint John	CEA - DEA ITC	ITC (506) 857-6452 C&T
April 17-19	Bermuda Trade Show	Bermuda	DEA/ITC	ITC (506) 857-6459
April 19	Investment Counsellors	Fredericton	DEA/ISTC	Eric Anderson (506) 857-6460
April 24	Canadian Advanced Technology Association (CATA) Conference	Montreal	CATA	Jayne McNaughton (514) 861-6123
April 27	DISTCOVERY Exhibit	Campbellton	ISTC	Mike Sheen (506) 857-6455
May 1 - 5	Off-Shore Technology Conference	Houston Texas	DEA/ITC	G. MacLennan (506) 857-6445
May 15 - 17	Interaction '89 Conference & Trade Show	Moncton	New England States Eastern Provinces	Steve Kelly (506) 453-2875
May 22 - 25	ARMX '89	Ottawa	ITC	G. MacLennan (506) 857-6445
May 25 - 26	Hi-Tech '89	Ottawa	ITC	G. MacLennan (506) 857-6445
Aug 11 - 16	Aquanor	Norway	ITC	R. Leger (506) 857-6461
Sept 5 - 11	Off-Shore Europe '89	Aberdeen	ITC	G. MacLennan (506) 857-6445
Oct 18 - 21	Fish Expo '89	Seattle	ITC	G. MacLennan (506) 857-6445
Nov 15 - 16	New Exporters' Mission to border states (NEBS)	Boston	ITC	J. Richard (506) 857-6459
Dec 1 - 4	Work Boat Show '89	New Orleans	ITC	G. MacLennan (506) 857-6445
Jan 17 - 22	National Association Home Builders Show (NEXUS)	Atlanta	ITC	G. MacLennan (506) 857-6445

GLOSSARY

ISTC	- Industry, Science & Technology Canada
DEA	- Department of External Affairs
CEA	- Canadian Exporters Association
ITC	- International Trade Centre
C&T	- Commerce & Technology
CATA	- Canadian Advanced Technology Association

National entrepreneurship forum scheduled

The National Policy on Entrepreneurship, announced by the Minister of State for Small Businesses and Tourism in August 1988, included an initiative to hold a national forum on the future of entrepreneurship in Canada.

This major event, which will be held in Quebec City June 20 & 21, 1989, will be preceded by forums in each province to provide input to the policy development and program of the national forum.

On March 16 in Grand Falls, 35

individuals from business and business associations as well as educators in New Brunswick gathered to discuss the themes of how to identify creative ways to promote and develop an entrepreneurial culture in Canada and how to foster a favorable climate for entrepreneurship which will support and encourage new and existing businesses.

From the 35 participants at the provincial forum, delegates were chosen to take part in the national forum in June.

Trade strategy for New Brunswick being formulated

A Trade Advisory Committee is being set up by the International Trade Centre of Industry, Science and Technology Canada to oversee the current needs analysis study leading to a trade strategy for New Brunswick.

Various private and public sector companies have been asked to become committee members. The function of the committee will be to give advice to those carrying out the research study as well as review findings and provide guidance. Committee members will also be called upon to receive briefs from trade associations and meet with interested parties, and will assist in the formulation of recommendations arising from the study.

The actual study will be handled by the Centers for International Marketing at both the University of New Brunswick (UNB) and the Université de Moncton (U de M). Two faculty members from UNB and two from U de M will assist in carrying out the project. Senior Trade Commissioner, Guy-André Gélinas (Moncton) is responsible for the project, the results of which will be used to expand the trade strategy for the next five years in New Brunswick. The knowledge could also be used by the two Centers for International Marketing in their development of services to the exporting community. Major parts of the project will involve questionnaire design and mailing, data gathering from the questionnaire, telephone/personal interviews and analysis and recommendations. The proposed completion date for this study and report is early fall of this year. The study is being funded by the Department of External Affairs through its representative in New Brunswick - the International Trade Centre.

In 1985, the Department of Regional Industrial Expansion created a task force to study the needs of exports and "would be" exporters in New Brunswick. A large number of recommendations resulted, and have since been implemented by various federal and provincial departments and agencies and the private sector.

International Trade Centres

An overview of programs and services

International Trade Centres, as established across Canada last year by the federal government, are located within the provincial offices of Industry, Science and Technology Canada. Here in New Brunswick, the International Trade Centre is housed within the ISTC provincial office in Moncton.

Some \$7.2 million of new funds over five years has been allocated toward the establishment of these centres, which reflects the federal commitment to helping Canadian industry expand market opportunities and become more internationally competitive.

Each International Trade Centre offers a full range of trade services including export counselling and the provision of market opportunity information. The centres also assist businesses in developing marketing plans and support export awareness initiatives such as seminars and workshops. In addition, each centre is



Pictured above is the staff of the International Trade Centre in Moncton. Left to right are Gordon MacLennan, Trade Commissioner, Guy-André Gélinas, Senior Trade Commissioner, Ena Saulnier, Secretary, International Trade Centre and John Richard, Trade Commissioner.

part of WIN, the world-wide trade information network of the Department of External Affairs.

In a move to provide more comprehensive export services to business communities across Canada, the Export Development Corporation will maintain an office at the centre. As well, the regional operations of the

Canadian International Development Agency are now located within selected International Trade Centres.

The expansion of Canada's export trade is key to job creation, and the International Trade Centre Initiative is designed to primarily assist small and medium-sized companies that most require their services.

Industry Profiles series now available

Since early last year, Industry, Science and Technology Canada has been working on an ambitious project involving a number of people at ISTC



Pictured above, reviewing some of the industry profiles available from ISTC Moncton are Francine Doucet, Secretary, Industry & Sector Development Branch, and Roger Léger, Senior Sector Development Officer.

headquarters and provincial offices across the country. They have prepared a series of some 120 *Industry Profiles* promoting international competitiveness of Canadian industry and comprising a detailed analysis of almost all of Canada's industrial sectors.

The profiles cover a wide range of industries from very large to very small sectors. The purpose of the profiles, in keeping with the department's mandate, is to promote discussion of Canadian industrial trends, prospects and strategic directions. Each profile assesses in summary form the current competitiveness of Canada's industrial sectors, taking into account technological and other key factors, as well as the implications of the Canada-U.S. Free Trade Agreement.

The profiles are intended for a wide audience, including those in business, government, non-governmental organizations and the general public concerned with industrial development and policies. With this in

mind, the profiles are written in concise, clear language and presented in a standardized, easy-to-follow format. Each industry is examined under four main headings: structure and performance, strengths and weaknesses, evolving environment and competitiveness assessment.

In preparing each profile, extensive consultations took place with industry representatives and ISTC personnel. Other government departments were consulted as appropriate. Taken as a whole, the series represents a synthesis of industry-related expertise that exists within ISTC's headquarters and the provincial offices.

Copies of *Industry Profiles* are available from ISTC Moncton office, tel.: (506) 857-ISTC or the Communications Business Information Centre (BIC) located at Headquarters in Ottawa, telephone (613) 995-5771.

Trade Shows & Buyers' Missions

Information on the following initiatives of the Department of External Affairs may be obtained by calling (506) 857-6452 or Zenith 1-800-332-3801.

AGRICULTURE, FOOD PRODUCTS AND SERVICES

Latin America		
Golanía/Expointer '89	Brazil	May
Agricultural Show		
United States		
National Restaurant Association	Chicago, Illinois	May
Hotel-Motel Show		
Latin America		
Agroexpo '89	Bogotá, Columbia	July
Caribbean/Central America		
Potato Buyers Mission	from Mexico and Columbia	July
Europe (Summit)		
Royal Agricultural Show	Stoneleigh, U.K.	July
United States		
Texas Retail Grocers Association	Dallas, Texas	June 11
Texas Nurserymen Association Show		August
Eastern Dairy Deli Show	New York, New York	August

FISHERIES, SEA PRODUCTS AND RELATED SERVICES

Europe (Summit)		
Fisheries Buyers Mission	from U.K.	May
Europe (Non-Summit)		
Aquaculture/Aquanor	Oslo, Norway	August

DEFENCE PROGRAMS, PRODUCTS AND SERVICES

Middle East		
Buyers Mission	from KSA and the Gulf to Armx	May
United States		
Defence Mission	to Kelly Air Force Base	June
Supplier ID Visit		June

ADVANCED TECHNOLOGY PRODUCTS AND SERVICES

United States		
Can-Expo: Specialty Software		June

TRANSPORTATION SYSTEMS, EQUIPMENT, COMPONENTS AND SERVICES

Europe (Summit)		
Paris Air Show '89	Le Bourget Paris, France	June

FOREST PRODUCTS, EQUIPMENT AND SERVICES

United States		
Forest Products, Machinery & Equipment Expo	Georgia World Congress Center	June

OIL & GAS EQUIPMENT AND SERVICES

United States		
Off-Shore Technology Conference (OTC '89)	Houston, Texas	May

CONSUMER PRODUCTS

United States		
National Hardware Show	Chicago, Illinois	August
Furniture Mission	To Atlanta and Los Angeles	May
Private Label Show	New York	June
International Lawn & Garden Show	Louisville, Kentucky	July

CONSTRUCTION INDUSTRY

East Asia		
Ibex '89 (Building Products Trade Fair)	Hong Kong	May
United States		
AIA-America Institute of Architects Show	St. Louis, Missouri	May

INDUSTRIAL MACHINERY AND PLANTS AND SERVICES

Europe (Non-Summit)		
Environmental Control Mission	To Spain	May

TOURISM United States ITIX

Canada Calling	Chicago, Illinois	April 27-29
Canada Calling	Des Moines, Iowa	May 1
M/C Promo	Minneapolis, Minn.	May 2
CSAE Trade Show	Indianapolis, Ind.	May 9
National Association of Seminar Travel	Chicago, Illinois	June 7
TSAE	Cleveland, Ohio	June 9
	San Antonio, Texas	June 10-12
Showcase Canada Marketplace	New York, New York	June 28
ASAE Convention	Boston, Mass.	August 12-16

Looking for Trade and Industrial Shows relevant to your firm other than those listed above? The ISTC office has a DIRECTORY OF WORLD-WIDE AND INDUSTRIAL SHOWS, with indexes by Subject Areas and by Countries. Telephone (506) 857-6452 or Zenith 1-800-332-3801 to access this information.

1989 Canada Awards for Business Excellence

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panel of independent private sector experts from across the country. Benefits of winning one of the awards are numerous. It has been proven that recipients receive a distinctive edge in marketing their products or services, employee motivation is heightened, and prestige is enhanced within the business community as the company receives national publicity.

New Brunswick firms are encouraged to enter the contest and representatives of businesses which have achieved outstanding results in any of the nine categories are invited to participate.

Don't be shy! Entry forms and application assistance can be obtained by calling Jeanne Cormier in Moncton at 857-6424. April 14 is the closing date for entries with the awards being presented in Ottawa November 7.



ISTC New Brunswick

ISTC New Brunswick newsletter is published by Industry, Science and Technology Canada.

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Made in New Brunswick

Companies wishing to take advantage of this feature may do so without charge simply by sending sufficient material on product or service of no more than 50 words and a glossy black and white photograph, logo or graphic to "Made in New Brunswick", *ISTC New Brunswick Newsletter, Industry, Science and Technology Canada*, P.O. Box 1210, Moncton, New Brunswick, E1C 8P9. As the newsletter is produced in both official languages, please send material in English and French if it is available.

AUBERGE

Atlantic Host INN

In 1978 Route 11 was being constructed along the east coast of New Brunswick, and two local entrepreneurs saw an opportunity to strategically locate a hotel along this new highway to Bathurst, a vibrant city known as the hub of the north-east.

That's how Atlantic Host Inn began — with 56 rooms catering to the travelling public and corporate salesperson. Through many expansions, it has grown to 105 units plus a full suite.

The full-service hotel was originally part of DeGrace holdings started by brothers and business partners Keith and Robert DeGrace, with Keith acting as managing director until buying the company in 1988.

The hotel boasts not only a dining room and lounge, but also full convention facilities and an executive boardroom for 14 people. Through

winter weekend features at Atlantic Host Inn the owner feels he is assisting in promoting provincial tourism during the winter season. The hotel has access to more than 200 kilometres of groomed snowmobile trails.

Atlantic Host Inn is currently investing a half-million dollars in a new modernization program, and hopes to continue serving corporate and business travellers.

Contact: Keith DeGrace, Owner, Vanier Blvd., P.O. Box 910, Bathurst, New Brunswick, Canada, E2A 4H7, Tel.: (506) 548-3335



H. J. CRABBE & SONS, LTD.

This Bristol, New Brunswick lumber business was established in September 1946 by Harold James Crabbe and his two sons Deane and Paul. The saw mill, which employs 50 workers, is located near the St. John River about 150 kilometres north of Fredericton and 18 kilometres from the United States border. It is operational 12 months a year.

The saw mill's annual production of 15 million board feet includes timbers of up to 12 inches by 12 inches by 20 feet of spruce, pine and hem-

lock plus chips, sawdust, shavings and bark. All of this is marketed in the Atlantic provinces and the northeastern states through local and international brokers along with the company's own retail market in New Brunswick and Maine.

Contact: Donald or Raymond Crabbe, P.O. Box 10, Bristol, New Brunswick, Canada, E0J 1G0 Tel.: (506) 392-5563.



The head office and main factory for this shirt company is in Edmundston, New Brunswick and was formed in 1954, by the president of the company, Jean-Marc Lafontaine. In 1963 a second factory was opened in Grand Falls, New Brunswick.

Some 275 New Brunswick residents are employed by the company which produces a large variety of shirts; uniform, dress, sports, ladies and boys. The Grand Falls factory also makes men's pyjamas and boxer shorts (which according to the president are

becoming very popular).

J.M.L. Shirt Ltd. does the entire job, from the patterns to cutting, sewing, packaging and shipping. Even though contractors, they occasionally help customers in designing new styles.

The shirts are distributed all across Canada, with 80 per cent of production going to central Canada. At this time the company is investigating moving their products into the American market.

Contact: Jean-Marc Lafontaine, President, 12 Long Street Edmundston, New Brunswick, Canada, E3V 3H3, Tel.: (506) 735-5596