



## October is Export Trade Month in Canada

As we approach a new decade and a new century, Canada faces a number of major changes, including the implementation of the Canada-U.S. Free Trade Agreement (FTA), the rapid movement in Europe toward the creation of a single massive market in 1992, and continued rapid growth in a Japan-centered Asia-Pacific market. Perhaps the greatest challenge we face is that of resisting protectionism and opening global markets further through the multilateral trade negotiations (MTN) under the General Agreement on Tariffs and Trade (GATT).

Though it is too early to assess the exact impact of the FTA, clearly there have been some positive developments. For example, the FTA has been cited as an important consideration in a good number of plant expansions and new investments that have been announced in recent months. Even more encouraging have been

the requests by Canadian companies, from one end of the country to the other, to accelerate the elimination of tariffs. More than 300 Canadian firms have asked for either immediate or accelerated removal of tariffs on over 2,000 Canadian products. It seems clear that Canadian business is not only ready, but eager to compete.

With international trade accounting for three million Canadian jobs and about one-third of all the goods and services that we produce, Canada has an enormous stake in the success of the GATT talks. The Uruguay Round is the largest and most complex round of multilateral trade negotiations in the 40-year history of the GATT. Our negotiators are seeking to open offshore markets further for Canadian exporters, to improve the GATT's rules and its dispute settlement and enforcement powers, and to extend the GATT to

new areas such as services, investment and intellectual property. This Round is also the first time that a serious effort is being made to tackle problems associated with trade in agricultural products.

With all these major developments, it is more important than ever that Canadians be well-informed about the importance of trade, our trading relationships and Canada's trade performance. The purpose of Export Trade Month is to make Canadians more aware of the importance of export trade to this country's economy and to inform them of how the government is helping lay the foundation for Canadians to prosper in the world trading system.

*For information about Export Trade Month activities in New Brunswick, contact the International Trade Centre in Moncton at 1-800-332-3801.*

## EXPORTS BUILD CANADA



## EXPORTER, CA RAPPORTE



## Greenland and Iceland: Results of trade studies revealed

Results from \$130,000 worth of studies have revealed promising opportunities for trade with Greenland and Iceland.

These results have been discussed over the past few months at various information sessions. At one such session held in May, speakers included Kirsten Jensen of Greenland Travel Bureau and Martin Haagensen, a native of Denmark, who works for First Air in Ottawa. As well Jim Brittain, who owns J.T. Knight, a shipping agent for KNI of Greenland, spoke on market development.

At this particular session, government representatives included Mike MacBride of Commerce and Technology and Doug Pelkola of External Affairs. Jim Christie of the University of New Brunswick also gave a brief talk on the Caribbean niche market and consolidation centres.

Both Greenland and Iceland have limited domestic industry and a northern climate. Therefore, we in New Brunswick produce products they need and want. Canada's market share in these two countries is very low, approximately one per cent. If we could increase this to five per cent, we would have a market share worth \$100 million.

To help achieve this, studies were conducted to discover basic market information, transportation and distribution means, and appropriate products to export. Joanne Morrison of Morrison Marketing Consultants reviewed her studies and gave examples of the types of products imported and the opportunities they present. She also discussed transportation and the reasons Canada wasn't considered as a trading partner previously.

Greenland, with a population of 55,000, imports a great deal of food as well as other products. As well, much construction is taking place there now, so the demand for lumber, heavy equipment, and other building supplies is quite high. Newsprint, clothing, skis, snowmobiles, snowplows and carpeting are also in demand.

Greenlanders weren't aware of Canadian goods and services before, and imported most products from their traditional trading partners. However, trading with Canada



An information planning session on the upcoming Greenland Trade Show to take place this fall was recently held in Moncton. In attendance were, seated left to right: Gérard Mallet, President, CSS International Inc., Moncton, N.B.; Bill Long, Trade Officer, New Brunswick Department of Commerce and Technology, Fredericton, N.B.; Guy-André Gélinas, Director and Senior Trade Commissioner, International Trade Centre, ISTC, Moncton; and Jill Harris, Marketing Manager, Farmers Co-operative Dairy Ltd., Halifax, N.S. Standing left to right: Doug Pelkola, Deputy Director, Maritime Transport and Export Services, External Affairs and International Trade Canada, Ottawa, Ont.; Eric DiCarlo, Vice President Sales and Marketing, Eastland Industries Ltd., Minto, N.B.; Earle Demerchant, Manager, Agriculture Marketing Department, Co-op Atlantic, Moncton, N.B.; Pat Jousaume, National Sales Manager, Nova Scotia Textiles Ltd., Windsor, N.S.; Greg Savoie, Commerce Development Officer, International Trade Centre, ISTC, Moncton; and Alan Maddox, Director - Export Sales, McCain Foods Ltd., Florenceville, N.B. Missing from photo are: Jim Brittain, President, Britnell Trading Inc., Saint John, N.B. and Larry Cooke, Traffic, Purchasing and Export Manager, Dover Mills Ltd., Halifax, N.S.

presents some problems: tariffs, rate of exchange and currency, and metric differences.

The response from this particular session proved excellent and a Greenland Trade Show will take place from September 28 to October 1, 1989. Various companies from both New Brunswick and Nova Scotia will be in attendance.

Iceland, with a population of 250,000, imports three times as much as Greenland. Imported products include food, charcoal, detergent, skates, peat moss, furs and Christmas trees.

Price and quality are major purchase factors in both countries. Greenlanders are also concerned with frequency of shipments and

quantities. They don't want to run out, but they don't want to store very much. Small, frequent shipments are desirable.

Jim Brittain started Britnell Trading Inc. to help encourage and accommodate trade with these two countries. He emphasizes two-way trade for economy in transporting goods. Brittain believes we shouldn't waste any time, because we may lose our opportunity to trade if we do.

"If we're really interested, we should do it," says Brittain, "Now is the time; people are willing to help us get started.

"It's unbelievable the cooperation that exists in a situation like this," he says, relating his experiences while

(continued on next page)

# New exporters programs highly successful

Three departmental New Exporters programs aimed at small and medium-sized businesses have been very successful helping Canadian companies expand their trading horizons — in both the United States and overseas.

The three programs are: New Exporters to Border States (NEBS), New Exporters to the U.S. South (NEXUS), and New Exporters to Overseas (NEXOS).

NEBS is designed to provide a crash course in the essentials of exporting to the U.S. It is aimed at companies that have not previously been exporters but have become

## Greenland

*(continued from p. 2)*

visiting Greenland and Iceland.

Guy-André Gélinas agrees that people are willing to help and things must continue to move forward.

"Information sessions are an essential step," he says. "The next step is to go there."

First Air will carry participants to the trade show. Martin Haagenen, who spent four years working for Greenland Air, encourages business people to attend. He says once you're in, people will rely on you and trust you. At the information session he gave First Air's schedule to Greenland as well as capacity which is limited due to the short runway in Nuuk, Greenland's capital.

Consolidation centres could make smaller shipments of different products feasible. Possible locations include Saint John and Montreal. According to Jim Christie, it's imperative that business and industry cooperate to make the system efficient.

Kirsten Jensen of Greenland Travel Bureau also encouraged the business people to trade with Greenland. She says, "Things are starting up, but it takes a long time." She advises everyone to have patience and re-emphasizes Jim Brittain's point on perseverance: "Don't close the door to Greenland. Keep it open."

ready to export to border states. So far, 65 New Brunswick companies have been taken to Boston to participate in the two-day program, where they learned about all phases of exporting, from customs clearance procedures to warehousing and distribution of goods.

Successful NEBS graduates form an important base for NEXUS missions. NEXUS is the logical next step, aimed at companies which have already demonstrated a sustained and successful marketing effort with border states. NEXUS is designed to lead these companies into expanding their activities in the southeastern and western states.

Similarly, NEXUS graduates who

are well-established in U.S. trade form a logical share of NEXOS candidates. NEXOS is designed to lead these companies into expanding their activities overseas in Western Europe.

NEBS is a teaching program while NEXUS and NEXOS combine education with marketing.

"We see the NEBS program, for example, as a reconnaissance mission rather than a sales effort," says Guy-André Gélinas, Senior Trade Commissioner at the International Trade Centre in Moncton. "And results show we are on the right track."

For further information on the NEBS, NEXUS and NEXOS programs, call the ITC at 506-857-6459 or 1-800-332-3801.

## OCTOBER IS EXPORT TRADE MONTH

### International Trade Centre Calendar of Events

Date	Event	Contact
September	Trade Advisory Committee Meeting	G. Gélinas (506) 857-6440
Sept 28 - Oct 1	Greenland Trade Show	G. Savoie (506) 857-6449
Oct 24 - 26	Fisheries Council of Canada - Saint John	J. Richard (506) 857-6459
Nov 6 - 10	Marketplace '89	J. Richard (506) 857-6459
Nov 15 - 17	New Exporters to Border States (NEBS) - Boston	J. Richard (506) 857-6459
Jan-Mar/90	"How to Export" sessions Campbellton Bathurst Edmundston	J. Richard (506) 857-6459
Jan 17 - 21/90	New Exporters to the U.S. South (NEXUS) - Atlanta National Association Home Builders Show	J. Richard (506) 857-6459

# Translation world in awe of new Moncton company

Necessity is the mother of invention. It is an old saying, but the axiom applies perfectly to a brand new company in Moncton.

Lexi-tech was founded in July of 1988 in response to a need for the translation and electronic publication of technical documents, specifically, the creation of fully bilingual manuals for the Canadian Patrol Frigate program.

Founder and president of Lexi-tech, Ron Fournier, was vice-president of Finance and Systems for Saint John Shipbuilding when that company was awarded a major component of Canadian Patrol Frigate construction back in 1983. The company was also invited to bid on the provision of bilingual operations manuals for the vessels. It was clear that all large defense contracts would require bilingual documentation from the manufacturer, and Fournier saw an opportunity.

Lexi-tech is the result of Fournier's extensive search for a full-service translation, graphic and publication house capable of producing these technical manuals. The fact was, as he soon learned, such an establishment didn't exist.

"There was no one company in Canada capable of handling highly technical translation, let alone the massive volume of material, both text and graphics, that would go into these manuals," says Fournier. "Most companies offer just one service while we needed several — translation, graphics and publishing. And most of all, we needed consistency."

Fournier saw the necessity, and Lexi-tech became his invention to respond to it. Faced with a logistical nightmare, he set out to devise a system that could handle the demands of a massive technical translation and publication project. "I saw three main problems," he says, "volume, lack of technical translators, and costs. There was also the problem of handling large graphs." The search began.

After extensive consultations with computer firms and software companies to sort out his logistical nightmare, Fournier came up with a computer

*(continued on next page)*



*On a recent visit to Moncton, The Honorable William Winegard, Minister of State (Science and Technology), had a tour of the Lexi-tech facility. Shown here reviewing a chart of how the Lexi-tech process works are, left to right: company president Ron Fournier, Victor Landry, ISTC Moncton and Mr. Winegard.*

## Lexi-tech — how it works

Lexi-tech was established to provide a cost-effective, high tech solution to the volume and cost problems associated with translation and publication of technical documents.

With this totally computerized system, translation software and electronic publishing software are fully integrated to produce bilingual documents — highly technical manuals for use in the defense industry and among defense suppliers. Lexi-tech offers a complete service which takes original material in many different forms and produces camera-ready documents that are both accurate and consistent. Here is how the system works:

1. The original English document is received by Lexi-tech in one of a number of formats. Typed or printed copy is fed directly into the system by optical readers. Information on floppy disks, tape or compact disc is also accepted directly by the system's hardware.
2. Style sheets are created to client specifications and they include typefaces, column widths and headline size and position. The English copy is automatically formatted to style.
3. The newly formatted copy undergoes a word search where any words or phrases not already contained in the translation software dictionary are identified and loaded into a dictionary. By the time the Lexi-tech dictionary is completed, it will contain approximately 200,000 words and phrases, which will make it the largest technical lexicon in North America.
4. Machine translation begins. First run translation is 80 per cent accurate, and Lexi-tech is aiming at achieving an 85-90 per cent degree of accuracy on the first run. Not only does machine translation triple the daily output of manual translation, but it also eliminates a great deal of production time. English and French versions are automatically formatted and ready for printing or copying.
5. Original graphics are scanned through a processor that can handle sizes up to 40 inches wide and 19 feet long. All text on the graphics is electronically removed, translated separately and replaced on the final product.
6. Printing is done on a series of high resolution laser machines. Individual pages or a complete bound manual can be produced to any specification.

# Lexi-tech

(continued from p. 4)

combination that could indeed provide the required documentation quickly and efficiently.

"I always believed that we had the technology," he says. "It was literally a matter of putting it all together."

The result was Lexi-tech, a new company featuring IBM and Digital Equipment Corporation hardware with Logos Canada Ltd. translation software and Interleaf Corporation graphics and publishing software. What's more, Lexi-tech owns the copyright to this one-of-a-kind networking package, which incorporates more than \$4 million in computer equipment housed in the newly-renovated Marven's building in downtown Moncton. This elaborate array of equipment includes a scanner capable of processing information on documents up to 40 inches wide. "This scanner is the only one of its kind in Canada," says Fournier, "and Lexi-tech is Digital Corporation's greatest user of workstations in Canada."

In fact, Lexi-tech is the only completely computerized translation company in Canada, and as far as Fournier knows, the only one of its kind in the world.

"Many translation companies are computer-assisted; Lexi-tech is totally computerized," he says.

At the moment, Lexi-tech accepts only technical documents, translates only from English into French, and prefers big jobs of 1,000 pages or more.

"We will accept smaller jobs of 300 to 400 pages, however," says Fournier, "But it must be technical material."

The future of the company indeed looks bright. Volume projections for the first 12 months of operations were accomplished after only four months, and that figure is expected to triple again very quickly.

The Irving-owned company represents not only a huge capital investment but also costs \$5 million annually to run. It currently employs 57 people, and staff levels could rise as high as 200.

"Lexi-tech is indeed held in awe by everyone in the translation field," says Fournier. "We are the largest privately-owned translation company in the world, and our strategy for success is to bring together the best of many worlds."



**MTC/CADMI Board of Directors** — Pictured above at a recent meeting is the new joint Board of Directors of MTC/CADMI. Front row, left to right, are: Don Cafferty, Atlantic Canada Opportunities Agency; Dr. Frank Wilson, University of New Brunswick; Dr. Francis Weil, Université de Moncton; Robert Neill, Neill and Gunter; Alan Young, Brunswick Mining and Smelting Corp. Ltd. and Peter Jollymore, NBTel. Back row, left to right, are: Victor Landry, Industry, Science and Technology Canada; Dr. Ronald Stuart, University of New Brunswick; Pierre Boudreau, Department of Communications; Stephenson Wheatley, Department of Commerce and Technology; Monique Frize, Hôpital Georges L. Dumont; Dr. P. Varma, Mount Allison University; Stan Dugas, Dugas Enterprises; Harold Pheeney, New Brunswick Energy; and Hugh Drummond, MTC/CADMI.

## Calendar of Events

Date	Event	Location	Sponsoring Organization	Contact
Oct.	DISTCOVERY Exhibit	U de M Moncton	ISTC	R. Jones (506) 857-6480
Oct.	DISTCOVERY Exhibit	UNB Fredericton	ISTC	R. Jones (506) 857-6480
Oct 12 - 13	Sun-Tech Electronic Technology Show	Orlando	Magnum Productions	G. MacLennan (506) 857-6463
Oct 18 - 21	Fish Expo '89	Seattle	ITC	G. MacLennan (506) 857-6463
Nov 15 - 16	Defense & Electronics Technology Expo	Dallas	Magnum Productions	G. MacLennan (506) 857-6463
Dec 1 - 4	Work Boat Show '89	New Orleans	ITC	G. MacLennan (506) 857-6463

### GLOSSARY

ISTC - Industry, Science & Technology Canada  
ITC - International Trade Centre

# 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

<b>Latin America</b>		
Dairy Cattle Buyers Mission	from Latin America	November
<b>Caribbean/Central America</b>		
Meat Products Buyers Mission	from Mexico	October
<b>Middle East</b>		
Food Show, Mefex '90	Bahrain	February/90
<b>Europe (Summit)</b>		
Anuga Int'l Food Fair	Cologne, Germany	October
<b>United States</b>		
Solo Food Show	Cleveland	November
Solo Food Show	Boston	February/90
Solo Food Show	Seattle	February/90

## FISHERIES, SEA PRODUCTS AND RELATED SERVICES

<b>United States</b>		
New York Seafood Show	New York	October
Seafare Southeast	Florida	November

## DEFENCE PROGRAMS, PRODUCTS AND SERVICES

<b>United States</b>		
Sub-Contractors Buyers Mission		October
DCSC Mission		October

## ADVANCED TECHNOLOGY PRODUCTS AND SERVICES

<b>Caribbean/Central America</b>		
Telecom Equip. /Services Mission	from Barbados, Leeward/Windward	November

## TRANSPORTATION SYSTEMS, EQUIPMENT, COMPONENTS AND SERVICES

<b>United States</b>		
Work Boat Show		November

## FOREST PRODUCTS, EQUIPMENT AND SERVICES

<b>Europe (Summit)</b>		
Interbuild '89	Birmingham, U.K.	November
- Construction Exhibition		
<b>United States</b>		
Pulp & Paper Maintenance '89		November
Northwest Lumbermen's Association		January/90

## CONSUMER PRODUCTS

<b>United States</b>		
Solo Contract Furniture Show	Boston	January/90
Can. Crafts Mission	Boston	January/90

## EDUCATION, MEDICAL AND HEALTH PRODUCTS

<b>Europe (Summit)</b>		
Medica, Duesseldorf, FRG	Duesseldorf, FRG	November

## CONSTRUCTION INDUSTRY

<b>United States</b>		
Minnesota Society of American Architects	Minnesota	November
The Building Show	Houston, Texas	November
The Builders Show	Atlanta	January/90

## GENERAL OR UNASSIGNED ISB

<b>Middle East</b>		
Trading House Mission	to Iraq	October

## United States

Miami Boat & Sailboat Show	Miami	February/90
----------------------------	-------	-------------

## TOURISM

<b>United States</b>		
Great Day Tours (Motorcoach)	Cleveland, Ohio	October
Travel Marketplace	Washington, D.C.	October
Syracuse Ski Show	Syracuse, N.Y.	October
Canada's Calling	Washington, D.C.	November

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.

## Publications Corner

The following publications are available from the *ISTC* Business Services Centre in Moncton. Drop in or call 1-506-857-ISTC.

- Export Guide - A Practical Approach
- 1992 Implications of Single European Market - Executive Summary
- So You Want To Export? Making the Initial Decision
- Directory of the Canadian Trade Commissioner Service
- A Guide for Canadian Exports by Country
- Program for Export Market Development - A Financial Assistance Program for Canadian Exports
- Free Trade Publications
- Annotated Fish Products Export Market Opportunities Guide 1988-89
- Support for Technology Development: A Summary of Federal Programs and Incentives 1989
- What is NSERC? The Natural Sciences and Engineering Research Council Information Booklet
- Export Opportunities in Japan: Studies in the areas of food service, bottled water, retail food and beverage, processed meat.

## ISTC New Brunswick



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

**Regional Office:**  
 770 Main Street  
 P.O. Box 1210  
 Moncton, N.B. E1C 8P9  
 Telephone: (506) 857-ISTC  
 Facsimile: (506) 857-6429

# 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 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.

## chiasson

FOURRURES • FURS

Chiasson Furs Ltd. was established in 1948 by Léandre Chiasson and his wife Jeanne. In 1985, Jean-Guy Levesque bought the company and is now president and general manager.

The company has 20 employees and more than 8,000 customers from the Maritimes, Quebec and the United States. Levesque hopes for continued success and is studying the possibility of expanding the company's market share.

Chiasson Furs offers both products and services. The company carries

ready-made garments, but specializes in custom-made garments. It also offers services to keep present furs in good condition. Staff will clean, store, glaze, repair and remodel all kinds of furs for customers as well as other companies.

**CONTACT:** Jean-Guy Levesque  
President  
66 St-Francis Street,  
Edmundston, New Brunswick, Canada  
E3V 1E6, Tel.: (506) 735-4738



## M & A Thermal Ltd.

Founded in 1956 by C.J. Adcock, M & A Thermal Ltd. has been building heating and process equipment for 33 years. The company is based out of Saint John West. K & A Equipment Inc., also based in Saint John, is K & A's Atlantic provinces sales agent. Other agents represent them in Ontario and Quebec.

K & A builds special equipment for boiler feed units, booster systems, and also flexible connectors, turbine and centrifugal pumps, etc. Customers include hospitals and industrial business.

Founder C.J. Adcock is president. Shareholder Donald Waldron is vice-president.

**CONTACT:** C.J. Adcock  
President  
P.O. Box 3430  
Saint John, New Brunswick, Canada  
E2M 4X9, Tel.: (506) 672-1035



## Little Liberties Inc.

Little Liberties started as a small cottage craft industry in June, 1987. Little Liberties children's clothing can now be found as far south as California. The Fredericton-based business was started by lawyer Barbara Baird, now president.

The clothing is handsewn, and the owners pride themselves on the quality and versatility of their products. They make newborn sacs and christening gowns, but children up to 12 years old can wear their clothing.

Little Liberties clothing is now available in many Canadian and U.S.

retail stores. Canadian retailers include Country Treasurers in Saint John, Grannie's Emporium in Gagetown, Pierrot in Moncton and Dreamweaver's in Ottawa. U.S. retailers include Little Friends Boutique in Houston and Sunshine Baby in Austin.

**CONTACT:** Barbara Baird, President or  
Beth Alexander, Vice-President  
97 York Street  
Fredericton, New Brunswick, Canada  
E3B 3N4, Tel.: (506) 453-0154