



Food Research Centre is committed to the food industry

The Food Research Centre at the Université de Moncton is committed to economic development of the food industry in its area, according to Auréa Cormier, Director of the Centre.

"We contribute to economic development in many ways — through consulting, research and product development for the food industry," says Cormier.

Created in 1983, the Food Research Centre offers specialized research and development services to the food industries in New Brunswick and the other Maritime provinces. The eight staff members at the Centre work closely with the food industry to provide technical advice and expert services related to nutrition, food processing, quality control and food sciences in general.

Situated in the Jacqueline Bouchard Building at the University's Moncton campus, the Centre's practical assistance to clients includes applied research, sensory evaluation analysis such as evaluating quality and tracking down any source of contamination and product development. The privately funded product development projects are confidential while publicly funded research may be published, for the benefit of the industry, in agreement with the sponsoring agency.

"We like to encourage local entrepreneurs to expand their product lines," says Cormier.

Services available at the Centre include estimation of production costs such as equipment, packag-

ing and ingredients, sanitation evaluation, training seminars, providing information sources and advisory services.

The Centre has carried out many projects regarding fish and other seafoods as well as in the agricultural sectors of fruit, vegetables, dairy and meat.

A recent seminar, "How to Create Value-Added Products", held by the Food Research Centre, was a complete success. Attended by more than 60 members from the food industry, the seminar was conducted in French. The Food Research Centre operates in French

but also serves English clientele.

In May 1988, the Centre received the W.J. Eva award from the Canadian Institute of Food Science and Technology. This award, the highest in Canada, was received in recognition of the Centre's exceptional research work on nutrition and food science.

For more detailed information on the services provided by the Food Research Centre, write to Food Research Centre, Pavillon Jacqueline-Bouchard, Université de Moncton, NB, Canada, E1A 3E9 or call (506) 858-4284.



Pictured above is Len Arnold, Director of Development, working in one of the Food Research Centre's labs.



ISTC's new Business Service Centre

In keeping with its role as a front line facilitator, the ISTC regional office in Moncton, New Brunswick is incorporating a Business Service Centre to be officially opened this summer.

The Business Service Centre will be part of ISTC's new departmental directions to increase concentration on business services that contribute to international competitiveness, enhanced productivity, technology diffusion, increased investments and market expansion.

Serving two primary functions, the Centre will be the single entry point for all clients to ISTC New Brunswick, both by telephone and physical reception, and it will serve as an internal access point for business intelligence, library and reference material publications and the like.

The Centre will provide information, first-level counselling, research to answer inquiries, assistance with the various government programs and regulations, up-to-date business and industry sector intelligence, and trade and technology information. The information will be offered in a number of ways — through a computer system, reference library, hand-out publications and video library.

Hand-out material, displayed at the Centre, includes program brochures, industry sector profiles, market intelligence reports and free trade information.

Through the Centre's computer system, clients will be able to access Business Opportunities Sourcing System (BOSS) and DISTCOVERY (a tool for discovering and acquiring new business opportunities emerging from a worldwide explosion in technological developments) including an exhibit, computer terminal and directories.

A research and reading area will be provided within the Centre, as well as a viewing area for a video library.

The staff at the Centre can also answer general inquiries on the programs and services of other government departments and agencies. The Centre is located on the 12th floor of the Assumption Building, 770 Main Street in Moncton. The telephone number for the Business Service Centre is (506) 857-ISTC.

Call, write or drop by the Centre to receive information on the services and programs of ISTC or to pick up publications.



Jeanne Cormier, Coordinator of the Business Service Centre, is preparing for the official opening this summer.

Three new U.S. trade satellite offices launched

International Trade Minister John Crosbie recently opened three new satellite trade offices in San Diego, Miami and San Juan, Puerto Rico. The new offices are strategically placed to help Canadian exporters take full advantage of improved market access under the Free Trade Agreement by broadening market penetration in several of the fastest growing metropolitan regions of the United States.

Last year, more than 10,000 small and medium-sized Canadian firms took advantage of External Affairs and International Trade Canada's trade promotion programs in the U.S. Crosbie led an Atlantic Canada Business Leaders Mission to Puerto Rico in February where he officially opened the Puerto Rico satellite office as well as the Canadian stand at the Hardwood/Houseware Show of the Caribbean, at which Canadian companies exhibited their products.

"The NEXUS program is proving to

be an invaluable tool for introducing Canadian exporters to rapidly expanding U.S. markets," said Mr. Crosbie. "Experience shows a return of some \$100 in orders for every dollar spent by the government in U.S. trade development. I am pleased to participate in a process that provides an effective focal point for the efforts of enterprising Canadian companies."

There are 27 U.S. trade offices including the new additions. These offices ensure Canadian exporters have the widest possible access to export opportunities in virtually every major region and distribution centre in the United States.

For information on how to access these satellite offices, or for information on export and trade related programs for New Brunswick exporters, call ISTC's International Trade Centre in Moncton at 857-6452 or 1-800-332-3801.

Two-way communication system for trade industry

In the last few years, the government has implemented a system to provide a two-way flow of information and advice between the Canadian private sector and the government on international trade matters.

Sectoral Advisory Groups on International Trade (SAGITs) and the International Trade Advisory Committee (ITAC) have been established to provide the government with in-depth sectoral expertise and advice on a wide range of international trade issues.

Covering the full spectrum of Canadian economic activities, there are 13 Sectoral Advisory Groups. Some 300 prominent members of the business, labour, consumer, academic, research and cultural communities are actively involved in the committees. The Sectoral Advisory Groups range from agriculture to apparel and fur.

New Brunswick members of the Advisory Group include Basile Roussel of Gully Fish and Food Products Ltd., Mr. Bernard Imbeault of Pizza Delight Corporation Ltd. and David McAllister of Sablan Ltd.

The membership of ITAC is broadly represented and respects regional, sectoral and demographic interests. With a membership of approximately 45, ITAC representatives serve in their individual capacities rather than specific entities or interest groups.

Reporting to the Minister for International Trade, this advisory committee system ensures that the government has the benefit of private sector views in its deliberations on international trade access and marketing issues, both bilateral and multilateral.

ITAC has broad terms of reference on all international trade matters, including issues relating to trade policy, market access and trade development. The 13 SAGITs interact with the government to ensure sectoral views are fully taken into

account on international trade matters. On issues directly related to Canada-U.S. trade or to the Multilateral Trade Negotiations, both components of the advisory committee system work closely with the

trade negotiators.

All submissions on trade negotiations are directed to the appropriate SAGIT and through these groups to the government.

CALENDAR OF EVENTS

Date	Event	Location	Sponsoring Organization	Contact
April 5-6	N.B./Maine Economic Summit	Fredericton	APCC	R. LeBlanc (506) 452-4555
April 6-8	Fish Canada '90	Moncton		B. Dunnington (506) 757-8936
May 4-6	Moncton Home Show	Moncton		R. Gordon (506) 856-9611
May 7-10	Offshore Technology Conference	Houston	GMHBA	G. MacLennan (506) 857-6463
May 10-12	Combiz '90	Moncton		S. Tobin (506) 387-7300
May 11-13	Exposition commerciale et industrielle de la Peninsule acadienne	Lameque		N. Theriault (506) 727-2221
June 10-13	Base Metal Symposium N.B. 1990	Bathurst	CIMM and N.B. Department of Natural Resources and Energy	D. Blair (506) 453-2206 or S. McKinnon (506) 547-2070

Glossary

GMHBA	- Greater Moncton Home Builders Association
APCC	- Atlantic Provinces Chamber of Commerce
CIMM	- Canadian Institute of Mining & Metallurgy

NCA makes things happen

Turning Ideas Into realities is what NCA Microelectronics is all about.

Based In Saint John, New Brunswick, NCA Microelectronics is an engineering consulting firm which takes a company's dreams and brings them to fruition. The consulting firm designs electronic systems to enhance existing systems within a company or it simply creates new ones.

"A company will have an idea of what they want and we will try to turn it into reality for them. We start with a concept, go through several stages and embark on the development of a prototype system," says Lewis Cobb, one of the founders and Senior Vice Presidents.

One project the company completed was the development of an automated method of gathering fermentation data for Moosehead Breweries Ltd. In Saint John, NCA designed an on-line data logger that blends a computer system with the existing equipment. The logger is programmed with parameters such as which tanks are to be monitored, start and stop dates and frequency of scanning. Other features include self checks and automatic start-up, allowing the system to recover from power outages automatically without operator intervention. The NCA data logger is a method used for quality control.

"Just after we installed the system, it detected a bug in the process. If the process was left unchecked, it could have cost the company a substantial amount of product," says Cobb.

NCA Microelectronics was also involved in manufacturing a system to remotely access radio equipment and automate surveillance activities for the Canadian Department of Communications.

"A common thread that runs through many of the projects we work on is remote monitoring. This is when intelligent equipment is set in a distant area and information is received by another source such as by phone," says Cobb.

NCA was founded three years ago by Cobb and his partner Harvey Nickerson. They began their venture with Fundy Cable of Saint John, their

third partner. Both Cobb and Nickerson were interested in having their own company since they graduated with their master degrees in electrical engineering from University of New Brunswick, Fredericton.

The company has done remarkably well since its inception in 1987. It has been involved in projects across Canada and has begun to tap into the U.S. market. To date, the company has focused its business on

consulting and developing electronic systems for specific companies. However, NCA is embarking on developing and manufacturing products for resale. They currently have two products and are working on others.

Cobb says they are pleased with their growth in the last three years.

"We started with two of us working for the company and now we have 10 employees."



Harvey Nickerson (left) and Lewis Cobb (right), Senior Vice Presidents and founders of NCA Microelectronics Inc., proudly display INTERACT R-900, an electronic system NCA created for the Canadian Department of Communications.

Japanese Trade Mission to visit New Brunswick

Approximately 20 business people from the Kansai region of Japan will be visiting Moncton on April 23, 1990 to meet with New Brunswick companies and discuss the purchase of their products.

The Japanese will be looking for new sources of supply from the wood products sector and will be particularly interested in meeting manufacturers of kitchen cabinets, furniture, hardwood flooring and wooden doors and windows.

In conjunction with the trade mission, the International Trade Centre of ISTC will be holding a mini fair at a local hotel to which local companies in the wood products industry are invited to display their products.

If you are interested in displaying your products, call Valma Bernard (857-6445) at the International Trade Centre in Moncton for more information.

Tourism strategy underway

The New Brunswick regional office of Industry, Science and Technology Canada, in co-operation with Tourism Canada, has recently undertaken the development of a federal tourism strategy for New Brunswick. The strategy flows from the federal strategies developed by Tourism

Canada for all of Canada and for Atlantic Canada. The strategies set the framework which will direct federal tourism programming into the 1990s.

The objectives of the federal tourism strategy for Atlantic Canada include developing the Atlantic

region as an alternative destination to New England, developing and marketing international calibre, ethnocultural, historical and outdoor products, attracting incremental visitors and extending the shoulder season.

The government recognizes the potential growth in the Atlantic Canada tourism industry because the industry is presently a major contributor to the provincial gross domestic product and an important generator of employment. The government is interested in developing and promoting the major tourism strengths in Atlantic Canada.

The objectives of the federal tourism strategy developed specifically for New Brunswick include increasing awareness of New Brunswick as a tourist destination, encouraging and facilitating multi-provincial cooperation, creating goals with industry through research and planning, providing reliable tourism data and intelligence and assisting in the structuring of the industry in New Brunswick. The plan will focus on selling New Brunswick's strengths.

ISTC will place emphasis on increasing the number of international travellers in New Brunswick. To develop international competitiveness in the New Brunswick tourism industry, there will be a focus on increasing awareness of the New Brunswick "tourism product line" — products that offer the greatest potential to compete in the international markets. These products include regional touring to experience the different cultural products the province has to offer as well as the scenic areas, historical attractions, parks, events and festivals; New Brunswick specialty products such as outdoor activities (skiing, recreational boating, fishing and cruises); and prime meeting and convention areas in the province.

The tourism section of ISTC New Brunswick will be acting as a consultant to the N.B. tourism industry. Its goal is to work closely with the industry, the province and other federal departments and agencies to maximize the development of the tourism industry in New Brunswick.

NCA's project Interact

Project Interact. It sounds like something from a James Bond thriller: a portable, automated, talking, surveillance system, capable of monitoring radio transmissions from any location and accessible by telephone to an operator hundreds of miles away.

This is not science fiction; it is the product of four years' work by engineers at the federal Department of Communications (DOC) and NCA Microelectronics Inc. of Saint John.

It began back in 1985 when Spectrum Management, the sector of DOC responsible for management of radio airwaves, was receiving an increasing number of complaints of radio channels being misused. During the week, when a radio inspector was on duty, the regulations were followed fairly well but in the evenings and weekends, radio channels often were used for idle talk. Legitimate transmissions sometimes had difficulty getting through on channels clogged with chatter and music.

What was needed was a communications system that could take over when the inspector went off duty, scanning the airwaves from a remote site. The regional DOC in Moncton, New Brunswick worked on the solution for two years. The regional office's prototype passed field testing but it needed the type of fine tuning and modification that could be provided better by private industry. The Department of Communications decided to put the construction of a second Interact system up for bid and NCA Microelectronics won the contract.

The research and development effort resulted in continued refinements in technology and size reduction. The original prototype — referred to as R.I.M.S. (Remote Interactive Monitoring System) weighed 175 pounds and measured two square feet. The same unit, now referred to as the "INTERACT R-900", weighs approximately seven pounds and is a little larger than a shoe box.

The concept is simple. An R-900 is placed with a radio receiver out in the field and connected to a dial-up or cellular phone. With the use of a password, the radio is accessible from anywhere in the world. The R-900 is controlled by pressing the keys on your telephone. It interprets the keys pressed as commands and controls the radio according to the two digit commands entered by the caller. The unit tells what's happening at the remote site using a synthesized voice. At any time, a selected radio channel can be listened to.

Although the original idea was to develop a radio spectrum monitoring tool for the DOC, the unit is of equal value to the law enforcement community worldwide. INTERACT technology makes it possible to perform radio surveillance in remote, sometimes undesirable, sites without subjecting individuals to unfriendly surroundings.

This type of technology is expected to enhance the monitoring capability of small and large operations alike. It provides a tool which will sever the communication infrastructure many illegitimate operations depend upon, at the source.

Trade Shows & Buyers' Missions

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

AGRICULTURE, FOOD PRODUCTS AND SERVICES

Europe (Non-Summit)		
CDN Food Processors Mission	Ireland	April
Feira Nacional Da Agricultura Unskuel	Portugal	June 2
	Denmark	June 27
Japan		
Solo Food Shows	Tokyo	April
Osaka International Trade Fair	Osaka	April
East Asia		
Agro-Expo 1990	Beijing, China	April 3
Seoul Food	Seoul, Korea	April 24
Asia Pacific South		
Food Products Mission	Manila	April
Food & Hotel Asia Trade Fair	Singapore	May
Food Buyers Mission	from Australia	June
United States		
Solo Food Show	Cleveland	June
Caribbean/Central America		
18th Food & Food Service Equipment Trade Show	San Juan, Puerto Rico	April 21

FISHERIES, SEA PRODUCTS AND RELATED SERVICES

Europe (Summit)		
Seafoods and Ocean Products Mission	from France	May
50th Annual Fishing Fair	Ancuna, Italy	May
Fish Buyers Mission	Atlantic Canada	May
Italian Fish Buyers	Atlantic Canada	June
Europe (Non-Summit)		
Fisheries Buyers Mission	from Spain	June
Fish Mission	Austria	June
Africa		
Fishery Equipment & Services Mission	Morocco and Tunisia	April
United States		
New York Metro Food Show	New York,	April
Solo Food Fair	Minneapolis	April
Oklahoma Farm Show	Oklahoma	April
National Restaurant Association Show	Chicago	May
Solo Food Fair	Detroit	May

ADVANCED TECHNOLOGY PRODUCTS AND SERVICES

United States		
Solo Food Show	Cleveland	June
Latin America		
Ven Comexpo 90	Caracas	May

FOREST PRODUCTS, EQUIPMENT AND SERVICES

Europe		
Softwood Lumber Mission	U.K.	May
Europe (Non-Summit)		
SPCI '90	Sweden	May 8
Japan		
Manufactured Wood Products	Japan	May
Asia Pacific South		
Ura Mission	from New Zealand	April

CONSUMER PRODUCTS

Caribbean/Central America		
National Hardware Show	Kingston, Jamaica	April

MINE, METAL AND MINERAL PRODUCTS AND SERVICES

Asia Pacific South		
Market Study	Indonesia	May

INDUSTRIAL MACHINERY, PLANTS AND SERVICES

Europe		
DRUPA '90	Germany	April 27
Europe (Non-Summit)		
Water & Wastewater 90	Madrid	April 24
United States		
Waste Expo	Chicago	May
Caribbean/Central America		
Industrial Trade Fair	San Juan, Puerto Rico	April

Looking for Trade and Industrial shows relevant to your firm other than those listed above? The ISTC office has a DIRECTORY OF INTERNATIONAL TRADE FAIRS AND CONFERENCES 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.

- Entry Guides for the 1990 Canada Awards for Business Excellence
- Various Studies in Canadian Export Opportunities In the U.S. Market
- External Affairs and International Trade Canada - A booklet of Trade Development Programs and Services
- The European Economic Community - A Guide for Canadian Exporters
- Directory of the Canadian Trade Commissioner Service
- Directory of United States Customs Brokers
- Selecting and Using Manufacturers' Agents in the United States
- New Exporters to Border States
- Venture Capital in Canada - A Guide and Sources

ISTC New Brunswick

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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 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.

PLANCHER

HERITAGE

LTÉE.

Located in Kedgwick, N.B., Plancher Heritage Ltd. is a producer of hardwood and strip flooring. From log to lumber to flooring, "quality" is the priority at Plancher Heritage.

The company was founded four years ago by Marcel Gauthier, President, and his three partners, André Isabelle (General Manager), Jean Chamberlain and Gerald Charest. Actual production began 3 1/2 years ago. Since its inception, the company has grown to include 22

employees.

The majority of flooring is made from maple, followed by birch, ash and oak. The company also produces special orders such as cherry and beech.

Plancher Heritage has had substantial growth in the last two years with a 65 per cent increase in production. Approximately two-thirds of the company's production is sent to the United States with the remainder going to New Brunswick, Nova Scotia and Quebec.

CONTACT: Marcel Gauthier, President
P.O. Box 280
Kedgwick, N.B.
E0K 1C0
Tel: (506) 284-2116



**LOCK-
WOOD**

Lock-Wood Ltd. is in the wood window business.

Founded more than 50 years ago by Len Lockhart Sr., Lock-Wood today manufactures a complete line of solid wood windows available with elec-

trostatically applied polycron finish. This is a very versatile and durable finish which acts as a replacement for paint. The company also markets steel doors and entryways and serves the light commercial and residential markets.

Located in the Scoudouc Industrial Park in Scoudouc, New Brunswick, Lock-Wood Ltd.'s facilities include seven large buildings on a 15-acre site. More than 300,000 square feet of workplace features state-of-the-art

machinery. The company employs some 450 people.

Lock-Wood Ltd. distributes its products across Canada and throughout New England.

CONTACT: G.W. McMullen, President
Lock-Wood Ltd.
P.O. Box 160
Scoudouc, N.B.
E0A 1N0
Tel: (506) 532-4463



EASTLAND INDUSTRIES LIMITED

Eastland Industries Ltd. of Minto, NB recently celebrated its 20th anniversary. Founded by Angelo DiCarlo, President, the company produces kitchen cabinets, bathroom vanities and molded countertops in six different models and styles.

The company keeps up with changing trends and styles. Originally, products were made in traditional framed styles from oak, maple and birch and it now produces European frameless styles. This year there is a new look in countertops which Eastland will produce. A European full-wrap countertop front is now competing with the traditional half-wrap front. A dealer organization distributes

Eastland Industries products in Atlantic Canada. Three years ago, they also entered the New England States market. From 13 employees and a 20,000 sq. ft. plant, they have now grown to 70 employees and 50,000 sq. ft. Sales have reached \$6 million annually.

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