



October is Canada International Trade Month

Once again, External Affairs and International Trade Canada (EAITC) is sponsoring Canada International Trade Month (CITM) to draw the attention of the Canadian business community and all Canadians to the importance of trade to our economic well-being. This year, CITM will be launched on Monday, Oct. 1, by the Minister for International Trade, the Hon. John C. Crosbie, at the annual Canada Export Awards ceremony in Halifax, N. S.

Formerly called Canada Export Trade Month, the name has now been changed to Canada International Trade Month to reflect the importance of all aspects of trade - exports, imports, investment, technology transfer - to the continued prosperity of Canadians.

Canadian jobs, their standard of living and their way of life depend upon how well Canada responds to major technological and economic changes in the world. Nowhere is this more important than in international trade. Trade is the cornerstone of the economy, accounting for three million Canadian jobs and one-third of all the country produces.

External Affairs and International Trade Canada is playing a pivotal role in securing continued prosperity for Canadians. In 1988/89, its programs and services helped generate over \$5 billion worth of business for Canadians. The implementation of the Canada-U. S.

Free Trade Agreement has made trade with the United States more open and secure, and has created great opportunities for Canadian businesses. EAITC is also ensuring that Canada plays a leading role in the Multilateral Trade Negotiations in Geneva, a crucial ingredient of Canada's future as a trading nation.

EAITC is also implementing an ambitious trade development strategy, "Going Global" which focuses on trade, investment, and technology initiatives in three major

world markets: the United States, the European Community, and the Asia-Pacific region.

In addition to developing policies to advance Canadian export interests, the Government offers Canadians a wide range of export programs and services through its well-established network of 127 trade missions around the world and 12 International Trade Centres across Canada.

Trade Commissioners and officers identify the most promising
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Courtesy of Hub Photo

ISTC's new Business Service Centre opened in Moncton on Sept. 19. Taking part in the ribbon cutting ceremony are, from left to right, Jeanne Cormier, Business Service Centre Co-ordinator; The Honourable William Winegard, Minister of Science; George S. Rideout, MP Moncton; Mrs. Elizabeth Winegard; Jack Stultz, Past Chairman, Canadian Manufacturing Association, N. B. Division; and Yvon A. Lavalle, Executive Director, ISTC-NB.

Study of Solid Waste Management Underway

A study into composting in New Brunswick is currently underway.

According to Eric Robichaud, a Director at I S T C, the study came in the aftermath of a seminar in February 1990 entitled "The Environment-Make It Your Business". Immediately following, a group of 40 people, under the leadership of the Westmorland/Albert Solid Waste Committee, identified the need for more information on composting.

The province has been divided into 12 regions, each of which is directed by a Solid Waste Provisional Committee and which is developing a plan for the management of its own solid waste. These plans will cover the closure of old dumps and the establishment of regional management facilities. The options considered for these facilities include sanitary landfilling, incineration, recycling and composting.

The Solid Waste Provisional Committees contracted, in May 1990, the Environmental Sciences Research Centre (ESRC) of the Université de

Moncton to undertake the study. Recommendations presented in this study will thus play an important role in the eventual options chosen.

Given the complex nature of the subject, the project is being carried out in phases.

The objective of Phase I, underway since June 1990, is to determine whether composting should be used as a complimentary approach to municipal waste management in New Brunswick. The initial study considers both municipal waste and municipal sludge. Also, the issues of product marketability and public perception, as well as the economic feasibility of composting, are addressed in this phase which is being funded by the New Brunswick Department of the Environment.

A workshop is planned for January 1991 in order to present the results of this phase to solid waste committees, consultants, manufacturers and others interested in the potential for new businesses which will evolve from this study. Persons

interested in attending are invited to contact Dr. Charles Bourque at the Environmental Sciences Research Centre at the Université de Moncton, (506) 858-4332.

Having identified in Phase I the various industrial wastes (ex. food wastes, etc.) available in New Brunswick, the objective in Phase II will be to determine the feasibility of using such wastes in composting, either by themselves or as a compliment to municipal wastes.

The objective of Phase III will be to study the marketability of the end-products obtained by the proposed methods recommended in Phases I and II. Also, the potential for product enhancement by the addition of other products such as peat and rock phosphate will be evaluated.

Wood Products Seminar Slated for Oct. 17

A one-day seminar involving the New Brunswick Wood Products sector will be held at Hotel Beausejour, Moncton on Oct. 17, 1990.

The program, sponsored by the Department of External Affairs and International Trade Canada, and Department of Commerce and Technology, Province of New Brunswick, will examine and explain the latest changes brought about in the wood products sector as a result of EC 92.

Among the topics to be discussed will be primary and secondary opportunities in the wood products sector; added-value opportunities competitive sawmill strategies, European attitudes toward Canadian lumber, frameless kitchen cabinets and many more.

Slides taken by the recent New Brunswick Wood Products Mission to Umea, Sweden will demonstrate the capabilities of six large sawmills in Sweden and Finland.

For more information, contact Wilf Torunski at Industry, Science and Technology Canada in Moncton at 851-6472.

October is Canada's International Trade Month

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markets and sectors, assist with the preparation of visits to potential markets, arrange participation by Canadians in trade fairs abroad, and involve Canadian exporters in visits to Canada by foreign buyers. In collaboration with Industry, Science and Technology Canada and provincial governments, they also promote investment in Canada, joint ventures and other strategic alliances between Canadian and foreign firms, and the transfer of technology to Canada.

A major component of Trade Month is the presentation of the **Canada Export Awards** to a select group of Canadian exporters. The Awards honor Canadian companies for their ability to export products and services around the world.

Marketplace '90 is a unique program that provides thousands of current and prospective exporters the

chance to meet with experienced Canadian Trade Commissioners and to obtain specific information on market opportunities.

This year's event, which takes place throughout the month of October, features a number of sectoral trade specialist teams that will travel to some 60 Canadian cities to carry out on-site visits and briefing sessions with pre-selected small and medium-sized companies. It offers businesses that are already exporting, and those that are export-ready, the opportunity to explore their export potential with people that are best able to give them informed advice about selling "next door" to the United States, to Western Europe, or to developing markets in the Asia-Pacific region, Eastern Europe, Latin America and the Caribbean, to name a few.

Profile

Atlantic Pressure Treating Limited

Atlantic Pressure Treating Limited is one of three wood product treating plants owned and operated by the Creelman family of Stewiacke, N. S.

Atlantic Pressure Treating, or A.P.T. as it is commonly referred to, was established in 1975 at Beaverdam, N. B., a small community south of Fredericton.

With plant locations in Brookfield, N. S., Fredericton, N. B. and Sunpine, Alberta, the company is known as Canada's largest manufacturer of "Wolmanized" pressure treated forest products. It is also Canada's only wood treater that services the entire country with residential pressure treated forest products.

Since its inception in 1975, A.P.T. has expanded its market area and diversified its product line. Initially, A.P.T.'s primary product was distribution poles used by the utility companies of New Brunswick. Today, A.P.T. ships utility poles to all four Atlantic Provinces.

Although utility poles are still an integral part of A.P.T.'s business, other products are now manufactured and sold throughout Ontario, Quebec, Atlantic Canada and the United States, including residential lumber, lattice and prefabricated fence panels.

CCA is the preservative used in the pressure treatment of Wolmanized wood products. It is an environmentally friendly preservative because it fixes to the wood cells and is almost totally resistant to leaching into the environment. This fixation of chemical makes it highly versatile for many outdoor projects such as picnic tables and playground structures. The same cannot be said for oil borne preservatives such as creosote or pentachlorophenol that do not bond to the wood. These latter preservatives will leach of the chemical into the environment. CCA is also a registered pesticide with Agriculture Canada.

Wolmanized lumber is the most commonly used pressure treated
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Steven Bird, Plant Manager at Atlantic Pressure Treating, oversees the shipping of dimensional lumber.

One-stop Shopping Event at Hotel Beausejour

A Technologies Opportunities Showcase will take place in Moncton on Nov. 28 & 29 at the Hotel Beausejour.

The goal of the Showcase is to provide a "one-stop shopping" event for new products, processes and services at which New Brunswick firms can meet face-to-face with a wide range of private and public sector specialists and organizations.

Occupying some 40 booths in the Grand Salon of the hotel, the event will provide specialized technological expertise and services, specific technology/business opportunities, financial assistance programming information as well as other programs and services.

Many exhibitors will be from outside the province, allowing New Brunswick business people to make contacts that otherwise would not be feasible and providing a highly effective mechanism for marketing

and networking.

Exhibitors will include research and development organizations, universities, specialized technical centres, databases of technology opportunities, database search specialists and information consultants, technology licensing and patenting specialists, federal and provincial government departments and laboratories.

A continuing program of seminars will be presented by organizations exhibiting in the show. These seminars include such topics as: planning strategies for new technologies, university labs as sources of technology, industrial licensing, sourcing and evaluating technology, project management and research and development tax credits. In addition, the Innovation Centre New Brunswick will sponsor special sessions for companies in how to form and manage successful strategic alliances.

N. B. Contingent Attends Nordic Timber Conference

In late June, a New Brunswick contingent of nine sawmill owners, wood product manufacturers and related industry people visited Umea, Sweden to attend the Nordic Timber Conference, designed to familiarize companies the world over of the trade changes taking place regarding sawmill products in Central Europe in the next 10 years.

The group included two representatives from Ashley Colter (1961) Ltd., and one each from St. Stephen Fence, Valley Machine Works, Fraser Companies, J. D. Irving, Brudel Consultants, Department of Commerce & Technology and I S T C.

The three day conference was attended by over 500 people from 10 countries, acquainting them on furthering their markets in Central Europe and giving them a look at their potential competition in the upcoming years.

According to Wilf Torunski, Sector Development Officer, I S T C, guest speakers from all over the world

presented information on changes in specialty items and buying patterns in the wood products field. "It was an "intelligence" conference, giving us a very good look at our European competition for the next decade."

The second part of the two week trip was spent in Sweden and Finland touring wood product manufacturing plants with the most advanced technology in the world. The tour was arranged by a number of Swedish sawmill equipment manufacturers and Torunski says it gave the New Brunswick entourage a "peek-a-boo" look at the market and indicated how the province can become more active in added value production. "One interesting fact learned was that with Sweden's modern sawmill technology, a job that would take eight Swede's to complete would require the equivalent of 40 Canadians or 1,000 Soviets.

A more technical week in terms of buying markets for New Brunswick was seen on week two of the trip as

seven participants toured Germany and Austria, again viewing the latest technology. The four day excursion was organized by Mark Guizard of M & G Woodworking Equipment, Moncton who also supplied the bus with their compliments.

N. B. representative Claudia Schultz of Hamburg, West Germany joined the touring group, supplying information and following up their overseas interests.

Atlantic Pressure Treating Limited

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product in the world today and is protected by the Hickson Lifetime Warranty for residential and agricultural applications.

The company considers its employees its greatest asset. With their support, A.P.T. has become an industry leader in both the national and international marketplace.

Think New Brunswick

Think New Brunswick is an exclusive New Brunswick products and services trade show taking place at the Moncton Coliseum-Agrena complex Oct. 16-18.

Developed to encourage business and to support industry and services within New Brunswick, the principal object is to bring New Brunswick manufacturers and services into contact with the users of their products.

A seminar program will accompany Think New Brunswick. The audience will be from both the private and public sectors. As well, Think New Brunswick will serve as a source of information for the press.

Master Promotions Ltd., Eastern Canada's largest trade show organizer, is the event coordinator.

Calendar of Events

Date	Event	Location	Sponsoring Organization	Contact
Oct. 17	EC'92 Conference	Moncton	I S T C & Comm. & Tech.	W.Torunski 851-6472
Oct. 18	"Quality" Seminar	Moncton	Comm. & Tech.	D. Murray 453-2790
Oct. 16-18	Think N. B.	Moncton	Master Promotions Ltd.	K. Peacock 658-0018
Oct. 18-20	Fish Expo	Boston	Nat. Fish Expos.	S. McDonough (207)772-3005
Nov. 1-4	Maritime Winter Fair	Moncton	Atlantic Stockbreeders Assoc.	T. McGuire 857-0458
Nov. 15-16	Maritime Pork Conf.	Moncton	Pork Producers Mkt. Bd. of N. B. N. S. & P.E.I.	B. Bishop (902)893-6513
Nov. 18-22	Careers Expo	Moncton	G. M. C. C.	A. Leslie 857-2883
Nov. 28-29	Tech. Oppor. Showcase	Moncton	I S T C	Mike Sheen 851-6479

GLOSSARY

I S T C - Industry, Science, Technology Canada
G.M.C.C. - Greater Moncton Chamber of Commerce

HMSC Devoted to Research and Education

The Huntsman Marine Science Centre (HMSC), St. Andrews, is situated on 90 acres on the shores of the St. Croix Estuary at its confluence with Passamaquoddy Bay, N. B.

Located in one of the most diverse marine regions of eastern North America, the area features some of the highest tides in the world and is ideal for the study of salt marshes, estuaries, and a wide range of coastal and subcoastal marine habitats, ranging from sheltered to moderately exposed. Resident and visiting research programs cover the entire spectrum of marine sciences, including archeology, geology, coastal studies; fundamental investigations of the biology of marine plants, animals and ecosystems; aquaculture and marine aquaculture technology; and marine education.

Founded in 1969, the HMSC is a non-profit consortium of thirteen universities, three government departments and several supporting institutions. It is a multi-faceted institution devoted to research, education, training and technology transfer in the marine sciences.

The governing body of the facility is the Board of Directors; the Director is the CEO and works with the Executive who meet at least four times annually. Public, private, university and government members are represented on the board. The Centre has an Advisory Board (1989) of senior executives from Canada's corporate community as well as private sector representatives who advocate HMSC's programs and services and facilitate fund raising efforts. A users committee, established in 1987, whose Chairman is a member of the Board and whose members are drawn from the users of the HMSC, advises the Board on the quality of services offered and makes recommendations for consideration by the Board.

Activities of the HMSC are conducted through five programs - Academic, Aquaculture, Aquarium/Museum, Atlantic Reference Centre,



Pictured above is a photo of Anderson House, one of the residences associated with the Huntsman Marine Science Centre, St. Andrews.

and Public Education. Research programs involve resident staff and graduate students, and visiting graduate students, researchers, technicians and others. Since its foundation, a total of 640 publications and over 100 theses have resulted from research conducted at the HMSC. The Centre also conducts contract work on behalf of government departments and various other agencies.

The campus is divided into upper and lower. The upper section contains accommodations while the lower campus is where administrative, research, teaching and public activities are conducted.

The HMSC Aquarium/Museum is located on the lower campus and is a joint project with the Department of Fisheries and Oceans. Approximately 25,000 visitors and educational groups pass through the facility each year between May and October. One of its roles is to provide a showcase for the public on re-

search programs at the Centre as well as displaying the fauna and flora of the Bay of Fundy.

The Atlantic Reference Centre is located on the acreage in space made available by the St. Andrews Biological Station. It has a major commitment to research and conducts contract work. An herbarium and a large research collection of larval fish and invertebrates are housed on the premises.

The "W. B. Scott" is the HMSC's primary research vessel. The 12.8m. Norwegian longliner has a fibreglass hull and a speed of 8 knots. In addition, the Centre operates a Boston Whaler and several smaller boats with outboard motors.

The research environment is enhanced by its location adjacent to two scientific institutions - the D. F. O. Biological Station and the Atlantic Salmon Federation. Co-operative projects have been on-going since the establishment of the Huntsman.

Trade Shows & Buyers' Missions

Information on the following initiatives of External Affairs and International Trade Canada may be obtained by calling (506) 851-6452 or Zenith 1-800-332-3801.

Forest Products, Equipment and Services

Softwood Lumber Mission United Kingdom September

Non-residential Timber Frame from United Kingdom October

Advanced Technology Products and Services

Software Mission France Feb. 1991

Construction Industry

Solo Building Products Osaka, Japan October

Building Products Mission from Korea December

ASHRAE- Air cond., Heating, Refrigeration Expo. National Stand Jan. 1991

Fisheries, Sea Products and Services

Fish Mission to Austria Austria October
Boston Seafood Show Boston March 1991

Seafoods & Ocean Products from France October

Industrial Machinery, Plants and Services

Environ. Tech. Trade Fair Birmingham October

Agriculture, Food Products and Services

Food Products Mission from United Kingdom October

SIAL Inter. Food Fair Paris October

Dairy Cattle & Genetic Mat. Mission Turkey November

Food Products Mission Austria November

Food Processing Mission to Yugoslavia/Bulgaria November

Food Production & Packaging USSR November

Looking for Trade and Industrial Shows relevant to your firm other than those listed above? The I S T C office has a DIRECTORY OF WORLD-WIDE AND INDUSTRIAL SHOWS, with Indexes by Subject Areas and by Countries. Telephone (506) 851-6452 or Zenith 1-800-332-3801 to access this information.

Publications Corner

The following publications are available from the I S T C Business Service Centre in Moncton. Drop in or call 1-506-857-I S T C.

- Seafood 90 Conference - Kyoto, Japan 12-14 March 1990
- Sectoral Analysis: Singapore Food Industry
- Guidelines for Canadian Fish Exporters 1990-91 France
- The International Environment: A Reference Book
- Export Markets for Bottled Water
- Getting Started: Guide to Rules and Regulations Concerning the Establishment of Small Business in Canada
- Automotive Exporter: A Guide to Canadian Automotive Replacement Parts and Equipment Manufacturers
- Technologies In Services
- Standards, Trade and the Europe of 1992

I S T C 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", I S T C 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.

Gionet Armoires & Meubles Ltée



Gionet Armoires & Meubles Ltée is located on the outskirts of Shippagan, N. B. and was established in 1975.

The company specializes in kitchen and bathroom cabinets as well as furniture of all types and styles created for all budgets. A wide range of cabinet doors is offered in solid wood, melamine or laminated and most are their own design.

The president of Gionet Armoires & Meubles, Gaeten Gionet, tells his customers that their specifications

and personal ideas is how their kitchen and bathroom cabinets will be designed and manufactured with the essence of wood that they choose.

As everything created in the company begins from rough wood, their expertise is not limited solely to residential. Commercial products are also manufactured.

CONTACT: Gaeten Gionet, President, R. R. #2, Site 11, Box 4, Shippagan, N. B. E0E 2P0

Atlantic Silver Co-operative Ltd.



Atlantic Silver Co-operative Ltd., St. George, N. B. was incorporated in Sept. 1985 as Atlantic Silver Ltd. after being founded by six salmon growers who had the philosophy that by selling together they would not be compet-

ing against each other and thus taking a lower price.

The company has evolved into a co-operative that strategically plans and markets millions of pounds of salmon internationally every year for 10 growers. Currently the company is marketing the whole fresh salmon but within five years expects 50% of its production will be into value added products such as flaying, smoking,

steaking and portion packs.

A new processing facility was opened this summer which will centralise packaging and when in full operation will employ 30. Space is available for new members.

Contact: Glen Cook, President, Atlantic Silver Co-operative Ltd., P. O. Box 238, St. George, N. B. E0G 2Y0

Edmundston Paper Box (1987) Ltd.

Edmundston Paper Box (1987) Ltd., Edmundston, N. B. started its operation in 1960 by manufacturing and selling 2.5 gallon (11.2 litre) tubs for bulk ice cream, made from the raw material paperboard. Since then, it has become among the first to make a mold and offer a plastic container for ice cream packaging.

At present, the molding and decoration of containers and lids is over 25 million, requiring about 1.5 million kilograms of plastic resin. Capacity will be increased by the end of 1990 with the completion of an expansion and modernization project, now in progress.

In 1987, owner and founder Guy Bezile sold the company to IPL Inc., one of the leaders in plastic injection molding in Canada. At the time, EPB



had 20 employees and sales of about \$3.7 million. In the last three years, however, sales have almost doubled

to reach \$6.6 million and staff has increased to 28 permanent employees. Growth in sales has been as a result of an increase in sales force, research and development.

Company officials are quick to point out, however, it has been mainly through the efforts of their employees that they have seen growth and a continuous goal of customer satisfaction.

CONTACT: Edmundston Paper Box (1987) Ltd., P. O. Box 13, Edmundston, N. B. E3V 3K8