

CanadExport



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Where to brush-up
your export
skills

See Pages 4/5



Quebec lands \$3.7-b energy export contract

In its largest sales commitment ever, Hydro-Québec has landed a 10-year, \$3.75-billion energy deal with New England.

Under the agreement, 22 New England utilities in six states will receive 70-billion kilowatt-hours of electricity from Quebec between 1990 and 2000.

The New England Power Pool energy deal was worked out under the administration of former premier René Lévesque, accepted in principle by the Americans, and ratified by the U.S. utilities.

The deal was sealed recently when newly-elected Quebec Premier Pierre Marc Johnson and New Hampshire Gov. John Sununu added their signatures to the contract.

While Quebec already has agreements to provide most of the same utilities with energy over a number of years, officials say the majority of those deal only with making excess power available.

The latest agreement, officials point out, binds the parties to guaranteed energy deliveries.

Mission accomplished — Down Under

A \$2-million sale and a joint venture agreement are the rewards for a British Columbia firm that, three years ago, joined a provincial trade mission to Australia.

Columbia Chrome Industries Ltd. of Langley, has sold a \$2-million 'turnkey'

It's our 50th!

This issue of CanadExport marks the newsletter's 50th edition. In the two years since its launch by External Affairs, the publication's bi-weekly circulation has grown from a base rate of 4,500 to 26,000. It was developed to help Canadian exporters expand world-wide sales of products and services.

Canada targets Japan

Trade mission chasing larger share of world autoparts market

Canada has launched its largest-ever automotive mission to Asia in a drive to boost this country's annual \$10-billion share of world autoparts sales.

The mission, which left for Japan this week, is also designed to more-firmly entrench Canada's automotive presence in Japan through increased joint-venturing in that country.

Representatives from some 25 of Canada's key automotive parts manufacturing companies were included in the mission which was to visit the Tokyo Motor Show as well as meet with purchasing representatives of major Japanese vehicle companies and confer with potential joint venture partners over the next two weeks.

The mission, sponsored jointly by the Automotive Parts Manufacturers' Association of Canada, External Affairs and the Department of Regional Industrial Expansion (DRIE), is described as the "largest single-sector trade/joint venture mission in the history of economic relations between the two countries."

The mission also represents a key element of International Trade Minister James Kelleher's "Technology Awareness and Acquisition Project" (TAAP-Japan) — a program designed to encourage co-operation between Canadian and Japanese companies in licensing, production and marketing matters.

The automotive parts industry in Canada is particularly anxious to increase its market share and joint-venturing agreements in Japan in light of recent Japanese automaker plans to build assembly plants

Turn to Page 6 — We Can

Canada wired for spinoff sales from Peru project

A Canadian-conceived rural electrification project in Peru could offer substantial spin-offs for other Canadian exporters.

BG Checo International of Montreal has a \$40-million contract to design and supervise construction of a 139-mile, 138-kilovolt power transmission line and rural electrification of an area that will bring electricity to some 200,000 Peruvian peasants.

But that contract which also includes the training of local personnel to operate the system, opens the door to a score of other rural electrification projects that Peru and other developing countries hope to develop with Canadian expertise and financing, according to BG Checo's Pierre Leduc, the company's project manager in Peru.

The project incorporates a new capacitive coupling system developed by BG

Turn to Page 6 — The potential

hydraulic repair and industrial hardchrome plant to Morgan Equipment (Australia Pty. Ltd.) of Perth. It has also joint-ventured with Morgan and will be a partner in the new Australian company.

The Perth plant, says Columbia Chrome Export Manager Ken Dalby, is the first of four to be built in Australia over the next two years. Dalby also says the company has quoted on nine potential plants in various parts of the world and there is the possibility of a sale to China.

In addition to the supply of equipment to the Perth project, Columbia Chrome will also provide personnel to conduct a four to

UNIVERSITY OF P. E. I.

Turn to Page 6 — Trade

INSIDE:

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- Canada is putting some mussel into U.S. seafood sales 3
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Trade Watch

GM lands Botswana train sale

Supported by a \$23.2-million Export Development Corp. financing agreement, General Motors of Canada Ltd. will supply 20 diesel electric locomotives to the Ministry of Works and Communications of the Republic of Botswana. Parallel financing of \$6.2-million is being provided by the Canadian International Development Agency.

Marketplace

Amman — The Aqaba Railway Corp. here is inviting sealed tenders (no. 16/85) for the provision of facilities and equipment for the maintenance and overhaul of diesel electric locomotives. The work, on a turnkey basis, involves the supply and installation of some 28 types of machines, mechanical and engineering works, and the design of foundations and structures. Interested bidders — after purchasing bidding documents — may obtain details from the Aqaba Railway Corp., P.O. Box 50, Amman, Jordan. Telex: 62225 ARC JO. Closing date is Dec. 31. Tender documents, at cost of \$560 per set, can be purchased by embassy here and couriered to interested Canadian companies for invoicing later through External Affairs. All bids must be accompanied by a tender bond of five per cent of the bid value. Contact Canadian Embassy, P.O. Box 815403, Amman, Jordan. Telex: (Destination code 493) 23080. Answerback: (23080 CANAD JO).

Athens — The Hellenic Telecommunications Organization has issued tenders, closing date Nov. 14, for the supply of a wide variety of electronic measuring instruments. Included are a microwave link analyser, a digital frequency counter, a TV waveform monitor and fixed power attenuators. Post can messenger, at cost of \$45-\$50, complete tender documents to interested Canadian companies. Contact Canadian Embassy, Athens. Telex: (Destination code 601) 215584. Answerback: (215584 DOM GR).

Cairo — Firms interested in bidding on a tender to design and build a plant to manufacture roll-bond-processed evaporator panels for refrigerators are invited to submit prequalification data to Egypt's General Organization for Industrialization by Dec. 1, 1985. Qualified companies, which should detail their experience in similar projects in the last 10 years, will be responsible for the supply of know-how, design, engineering, equipment, supervision of construction, start-up and take-over tests. Accepted bidders will be asked to submit their offers according to tender documents that will be delivered to them. Contact the General Organization for Industrialization, 6 Khalil Agha Str, Garden City, Cairo, Egypt, quoting tender number 13/85.

New guidebooks point way

These U.S. market areas offer huge sales potential

Two regions of the United States — Upstate New York and the Southwestern States — offer unique and multi-million dollar marketing opportunities to Canadian manufacturers, according to two of the latest export guides issued by External Affairs.

In Upstate New York, for example, says one guide, more than \$17-billion worth of Canadian goods were exported across the Buffalo-Niagara Falls border points last year — almost 21 per cent of all Canadian exports to the United States in 1984.

What's more, the region of four million is the gateway to markets of an additional 13.5-million people in the rest of the state, and to other markets in the northeast and midwest.

The Southwestern States region — Texas, Arkansas, Oklahoma, Kansas, Louisiana and New Mexico — is one of the fastest growing areas in the United States. And with that growth has come sophistication and more wealthy buyers, says the guide.

There's an increased demand for high quality consumer goods and gourmet foods. Many consumers are now seeking quail, shellfish, pasta and imported beers and wines — all of which Canada can provide.

Canadian expertise in demand

Major Pakistan hydro project could open new doors to exporters

A project in Pakistan, contracted to Ontario Hydro by the Canadian International Development Agency (CIDA), could open the door to increased export opportunities for other Canadian firms, says External Relations Minister Monique Vezina.

"Energy is a key sector of CIDA's support for Pakistan," says Vezina, "and represents one-third of Canadian aid to that country since 1951."

Under the five-year, \$9.788-million program, staff of Pakistan's Water and Power Development Authority (WAPDA) will be trained by Ontario Hydro personnel to maintain and service the country's new 500-KV high voltage transmission system.

"CIDA invested \$110-million in the construction of two high voltage transmission lines between Tarbela and Gatti, the first 500-KV lines to be built in the region," says Vezina.

Phase one of the WAPDA program, completed last year by Ontario Hydro, established a school at Tarbela to provide classroom and laboratory training for staff.

The construction boom has also created the need, says the guide, for contract furniture, building materials and construction equipment — not to mention all methods of transporting people, goods and data.

In both these regions, the guides point out, Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as 'foreign.' Consequently, they are bought and invoiced through domestic purchasing departments.

As well, proximity to Canada, paired with personal and corporate connections, can help attain competitive transportation costs and delivery times.

While there are many advantages in exporting to these areas, marketing goods there, however, is no push-over.

Purchasers, say the guides, have a keen business sense and Canadians should expend full marketing efforts to establish acceptance of their products — on the basis of design, quality and competitive price.

Copies of the guides, which also provide information on services to exporters, customs regulations, and useful addresses, can be obtained through External Affairs' Info Export Centre.

We're putting mussel into our U.S. seafood sales

Anaheim — Canada is getting ready to put some mussel into its quality seafood exports to the U.S.

And in order to bring home the message "Catch to Table — Quality and Excellence," Canadian seafood companies are being offered a chance to participate in a number of External Affairs'-sponsored trade shows in the U.S. early next year.

The International Seafood Exposition (SEA FARE 86), to be held at the Disneyland Hotel in Anaheim, California, will give Canadian companies an opportunity to penetrate the lucrative U.S. west coast market.

Slated for Feb. 10-12, the show, already in its third year, attracted more than 200 exhibitors — including 37 Canadian companies both from the East and West coast — at last year's edition.

If Americans are hooked on seafood, nowhere is this more evident than in California, the most dynamic seafood growth market in the U.S. and that country's most populous state.

Southern California is also a major distribution centre for global seafood trade. Last year's show drew buyers and exhibitors from more than 30 countries.



When it comes to seafood, Canada is ranked one of the world's best suppliers.

Another big catch is awaiting Canadian exporters wanting to tap the East coast market in the U.S. by participating in the Boston Seafood Show.

The March 11-13 event, to be staged in that city's World Trade Centre, is expected to attract more than 5,000 local and international buyers.

Billed as the best-attended seafood show in the world, the Boston event will allow Canadian participants — more than 70 Canadian companies are expected to attend — to reach key seafood buyers from chain stores, supermarkets and restaurants, as well as processors, distributors, wholesalers, brokers and importers.

In addition to seafood exhibits, the show will provide an expanded area for equipment and services related to the seafood processing industry.

Both shows — as well as Sea Fare Southeast in Orlando, Florida in which some 20 Canadian companies will be participating later this month — are part of an ongoing Canadian effort to tap other lucrative U.S. markets besides the traditional New England area.

Canadian companies interested in participating in these shows should contact External Affairs' Fisheries and Fish Products Division (TAF), Tel: (613) 996-3558; or call directly their nearest DRIE office.

How to take aim at U.S. military

Orlando — Always wanted to break into the U.S. military training equipment market?

This Florida city — one of the hi-tech centres of the U.S. — will be hosting a show promoting co-operation between military services and industry, later this month.

Organized by the American Defense Preparedness Association, the Nov. 19-21 Inter-

service Industry Training Equipment Conference (I/ITEC 85) will highlight training systems and technology.

Areas of interest to be covered by the conference — with the theme "Excellence Through Simulation and Training Technology" — will include surface, air, sub-surface and land training systems, computer software development and management, foreign training technology and instructional technology.

The show will also feature products and equipment demonstrations by more than 85 exhibitors in two exhibition halls.

Billed as the foremost annual forum for the discussion of military training technologies and systems, the event will be attended by leading government, industry and military representatives.

Orlando is the natural setting for this annual show, being home to the Naval Training Systems Centre and the U.S. Army Program Manager for Training — the two major agencies in charge of developing new training equipment for the U.S. Navy, Army and Marine Corps.

As these agencies award annual contracts in excess of \$600-million — in both equipment and R and D — Canadian companies are being urged to make themselves known in Orlando, trade officials say.

In addition, the U.S. military spends some \$3-billion a year in training and training equipment alone.

For more information on the show or details on how to attend, contact Doug Paterson at External Affairs' United States Marketing Division (UTM), Tel: (613) 993-5911; or call Michael Fine at the Canadian Government Trade Office in Orlando, Tel: (305) 841-7337.

Canada rings up major sales at Cologne food fair

Cologne — Canada's top showing at one of the world's largest food fairs turned out to be just the icing on the cake for this country's participants at what has been recognized as one of Canada's best-ever food exhibits.

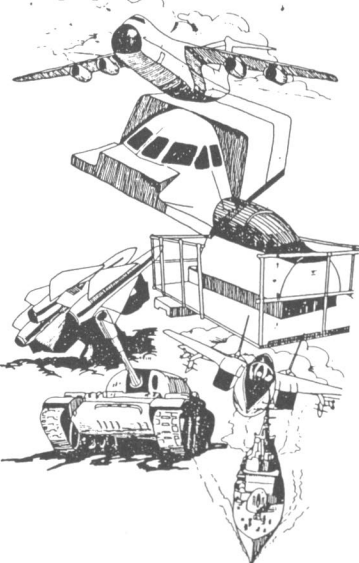
And although ANUGA 85 is barely over in this West German city, all 28 participating Canadian companies and associations have already reported hefty on-site sales — to Europe as well as to Asia and Australia — worth more than \$26-million, with a further \$59-million expected over the next 12 months.

As an added indication of Canada's success at the show, two Canadian companies were among the 100 firms from 62 countries — out of a total of more than 5,000 exhibitors — to receive a Trade Leaders' Club export award from the Spanish *El Comestible* food magazine.

Canada's quality food products also drew more than 1,200 serious inquiries resulting in the appointment of 15 agents and distributors, with another 40 pending.

For more information on similar trade shows in Europe, contact Helmut Schroeter at External Affairs' Marketing Promotion Europe Division (RCTF), Tel: (613) 996-5554; or Sally Jorgensen, Food Products Division (TAN), Tel: (613) 996-4265; or call Info-Export.

7th Interservice Industry Training Equipment Conference



19-21 NOVEMBER 1985

Education calendar for exporters

Eastern Canada

Dec. 3

Canada-European Communities Business Co-operation Conference — Commission of the European Communities/Saint John Fundy Regional Development Commission/Saint John Board of Trade/Department of Regional Industrial Expansion/New Brunswick Department of Commerce and Development. A conference designed to provide an overview of Canada-EC economic relations and to give information to the small- and medium-sized business sectors on selling, joint ventures, and licensing between Canada and Europe. Saint John, Delta Brunswick. \$25. Contact: (506) 658-2918.

Dec. 18

Joint Venture and Other Trade Alternatives in China — Canada-China Trade Council/External Affairs/DRIE. A half-day seminar featuring speakers from China, Canadian business, the federal and provincial governments and the Canada-China Trade Council. Halifax. Contact: (416) 364-8321 or George Gough, (902) 426-6125.

Central Canada

Nov. 9-16

Delegation of Haitian Businessmen — Canadian Association — Latin America and the Caribbean. A program of individual meetings and presentations, in which Haitian businessmen from the agro-industry, textile, electronic assembly and tourism sectors will discuss trading relations and possible joint ventures between Canada and Haiti. Montreal (Nov. 9-13), Toronto (Nov. 13-16). Contact: Lynne Allen, (416) 964-6068.

Nov. 13-15

Principles and Practices of Export Documentation — Canadian Manufacturers' Association. This three-day course covers INCOTERMS, letters of credit, costing, shipping, export correspondence and more. Montreal, Ritz-Carlton Hotel. \$375. Contact: (514) 866-7774.

15 nov.

Exposer à une foire commerciale — Ministère du Commerce extérieur. Présentation des foires commerciales en tant qu'outils de commercialisation. Québec, Auberge des Gouverneurs. 35\$. Contact: Gérard Laurin, (514) 873-5575.

Nov. 18

International Trade Breakfast: Indonesia — Montreal Board of Trade. Features a presentation on that country's economic, political, commercial and social situations, followed by an extensive question and answer period. Montreal, Board of Trade quarters. 8:00-9:30 a.m. \$25. Contact: (514) 878-4651.

Nov. 18-19

The Export Process — Seneca College



The Conference Board of Canada

The Export Education Calendar, a listing of applied programs and seminars of interest to the export practitioner, is compiled quarterly as a public service by the International Business Research Centre of The Conference Board of Canada. Information on the events is provided by the sponsoring organizations. Calendar events are subject to change by those sponsors.

Conference Centre. A two-day seminar designed to provide international traders with documentation knowledge critical to their function. North York, Seneca College Conference Centre. \$495. Contact: Roy Neale, (416) 491-5050.

Nov. 19

Information Session on the Council of Canadian Trading Houses — Federal Business Development Bank/Council of Canadian Trading Houses. An explanation of the Council's role, its trading house accreditation process and the benefits for Canadian manufacturers. Hamilton, Sheraton Hotel. 12:00-2:00 p.m. Contact: Geoff Nimmo, (613) 238-8888.

Nov. 20

Information Session on the Council of Canadian Trading Houses — Federal Business Development Bank/Council of Canadian Trading Houses. London, Park Lane Hotel. 12:00-2:00 p.m. Contact: Geoff Nimmo, (613) 238-8888.

Nov. 20

Joint MIT/DRIE Export Workshop — Ontario Ministry of Industry and Trade/Department of Regional Industrial Expansion. Features discussion of the programs of assistance to exporters, and question and answer sessions for both experienced and new exporters. Enrolment limited to about 20 companies. St. Catharines, Holiday Inn. Contact: Jim Sebert or Bob Nesbitt, (800) 263-5670 or (416) 688-1454.

Nov. 20

United Kingdom - Rebirth of a Market — Canadian Manufacturers' Association. Toronto, Sheraton Centre. Contact: CMA Export Forum, (416) 363-7261.

Nov. 26

Information Session on the Council of Canadian Trading Houses — Federal Business Development Bank/Council of Canadian Trading Houses. Toronto, Yorkdale Holiday Inn. 12:00-2:00 p.m. Contact: Geoff Nimmo, (613) 238-8888.

Nov. 26, 27

Information Sessions on the Council of Canadian Trading Houses — Federal Business Development Bank/Council of Cana-

dian Trading Houses. Montreal, Hotel du Parc. 12:00-2:00 p.m. Contact: Geoff Nimmo, (613) 238-8888.

Dec. 2-3

Investing Overseas: Earning Superior Returns in Dynamic Offshore Markets — Financial Post Conferences. A conference focusing on the identification of investment opportunities outside North America. Toronto, Westin Hotel. \$450. Contact: Karen Rowland, (416) 596-5681.

Dec. 5

International Trade Breakfast: Brazil — Montreal Board of Trade. Montreal, Board of Trade quarters. 8:00-9:30 a.m. \$25. Contact: (514) 878-4651.

6 déc.

Exposer à une foire commerciale — Ministère du Commerce extérieur. Montréal, Holiday Inn Centre-ville. 35\$. Contact: Gérard Laurin, (514) 873-5575.

Dec. 16, 20

Joint Venture and Other Trade Alternatives in China — Canada-China Trade Council/External Affairs/DRIE. Half-day seminars featuring speakers from China, Canadian business, the federal and provincial governments and the Council. Montreal (Dec. 16), Toronto (Dec. 20). Contact: (416) 364-8321, or Montreal — Robert Bourbeau (514) 873-7825, Toronto — Tom Greenwood, (416) 365-3763.

Jan. 16

Your Part in the Power Play — Major International Power Systems — Canadian Manufacturers' Association. Toronto, Sheraton Centre. Contact: CMA Export Forum, (416) 363-7261.

janvier (date à annoncer)

Séminaire: Exportez vos Produits — Banque Fédérale de Développement/L'Association des manufacturiers canadiens. Ce séminaire d'une journée (conçu en collaboration avec l'Association Canadienne d'Exportation) donne l'information de base sur l'exportation. Montréal. Contact: Paul Racine, (514) 878-9571.

January (T.B.A.)

International Sales - Penetrating the U.S. Market — McMaster University School of Business, Seminars in Executive Skills. A two-day seminar designed to provide participants with a clear understanding of how to enter the market and survive. Topics include putting the market in perspective, strategic analysis for penetrating U.S. markets, structural issues to consider and strategic partnering for market penetration. Hamilton, McMaster University. \$425. Contact: Dr. R.E. Ross, (416) 525-9140, Ext. 4636, 4105.

Feb. 19-20

Export Entrepreneurship: The Third Annual International Business Conference — The

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Conference Board of Canada. Guest experts examine a wide range of topics of strategic and operational significance to Canadian exporters. Discussions will focus on new developments taking place in international commerce and readily demonstrate the importance of entrepreneurial skills in achieving export success. Toronto, Westin Hotel. Contact: Maureen Cooper, (613) 526-3280.

Feb. 26

Canadian Access to Export Markets - Luncheon - Board of Trade of Metropolitan Toronto. Toronto, First Canadian Place. 12:00-2:00 p.m. \$30 including meal. Contact: John Duff, (416) 366-6811.

March 6

South Korea - Partner for Growth - Canadian Manufacturers' Association/Canada-Korea Business Council. Toronto, Sheraton Centre. Contact: CMA Export Forum, (416) 363-7261 or Ilan Kapoor, (613) 238-4000.

March 26

Canada and the Pacific Rim - Luncheon - Board of Trade of Metropolitan Toronto. A focus on emerging trade relations and opportunities, with special attention paid to the development of Sino-Japanese trade and how Canada can expand its trading ties with that bloc and related countries. Toronto, First Canadian Place. 12:00-2:00 p.m. \$30 including meal. Contact: John Duff, (416) 366-6811.

May 11-30

International Management Course - University of Western Ontario School of Business. A three-week course designed to improve participant skills in handling management problems in international markets. London, University of Western Ontario. Fee to be determined (\$4,950 all inclusive in 1985). Contact: Dr. Harold Crookell, (519) 679-2970/3909.

Western Canada

Nov. 12-13

The Fine Art of International Exhibiting - B.C. Ministry of Agriculture and Food. A seminar on displaying and selling in preparation for Food Pacific '86. Vancouver, Richmond Inn. Contact: Cheryl Gore or Dan Ireland, (604) 576-2911.

Nov. 13

"Let's Talk Risk" Export Credit Forum - Export Development Corporation/Winnipeg Chamber of Commerce. Winnipeg. Contact: Rachelle Souliere, (403) 294-0928.

Nov. 14

"Let's Talk Risk" Export Credit Forum - Export Development Corporation. Calgary. Contact: Richard McCorkindale, (403) 294-0928.

If you or your organization are planning an export-oriented educational event for your business community or for a larger public, and would like to have the event recorded in the Export Education Calendar, please contact the International Business Research Centre before Dec. 31, 1985, at: The Conference Board of Canada, 255 Smyth Road, Ottawa, Ont. K1H 8M7. Tel: (613) 526-3280. Telex: 053-3043.

Nov. 15

"Let's Talk Risk" Export Credit Forum - Export Development Corporation. Vancouver. Contact: Ray Johnson, (604) 688-8658.

Nov. 21-22

The Skillful Negotiator - Executive Programmes, University of British Columbia. Victoria, \$495. (Limited to 21 participants.) Contact: Dr. B.C. Fauman, (604) 228-2026.

Dec. 9, 11, 13

Joint Venture and Other Trade Alternatives in China - Canada-China Trade Council/External Affairs/DRIE. Half-day seminars featuring speakers from China, Canadian business, the federal and provincial governments and the Council. Vancouver (Dec. 9), Edmonton (Dec. 11), Winnipeg (Dec. 13). Contact: (416) 364-8321 or Vancouver - Mr. Scott, (604) 666-0434, Edmonton - Mr. Grantham, (403) 420-2944, Winnipeg - Gerard Lemieux, (204) 949-4099.

January (T.B.A.)

Triad Trade Between Europe, North America and the Pacific Rim - Edmonton Chamber of Commerce/Archon International Marketing Systems/World Trade Centre of Edmonton/Grant McEwan Community College. Edmonton. Contact: John Wojcicki, (403) 426-4620 or Don Stewart, (403) 437-2504.

March 4 - April 17

International Marketing - Edmonton Chamber of Commerce/Archon International Marketing Systems. The program for this 36 hour course includes analyzing the international marketing environment, formulating strategies and managing an international marketing program. Edmonton. \$585. Contact: Ken Thomson, (403) 437-2504.

May 11-17

Export Marketing: Targets, Tools & Techniques for the 80's - The Banff Centre School of Management. The course covers topics ranging from the initial decision to compete internationally, to analyzing and selecting target markets, strategy development, budgeting, contracts, finance, and contract negotiation techniques and gambits in a variety of cultural settings. Banff, The Banff Centre. Fee to be determined. Contact: Dave Rochefort, (403) 762-6135.

Outside Canada

Nov. 20

World Bank Briefing Sessions - World Bank, Information and Public Affairs Department. At these sessions, World Bank representatives discuss how to access information at the Bank, how to bid, procurement policies and its financing mechanisms. World Bank H.Q., Washington, D.C. Contact: Ms. Candace Brice, (202) 477-5322. Another World Bank briefing session is scheduled for Dec. 4.

Mission pushes for more NZ, Australia trade

A delegation of Canadian business and government representatives, led by International Trade Minister James Kelleher, is currently winding up an eight-day mission to Auckland and Wellington, New Zealand and Canberra, Melbourne and Sydney, Australia.

While there, officials say, mission members promoted expansion of trade, increased investment and greater technology links - primarily between private Canadian and Australia/New Zealand companies.

Also promoted in a series of "Doing Business in Canada" seminars aimed at importers, exporters and Australian investors, was the potential for joint ventures, licensing agreements and the transfer of technology with their Canadian counterparts.

The seminars, at which Minister Kelleher was keynote speaker, were chaired by Frank Petrie, president of the Canadian Export Association.

The delegation travelled on CP Air's inaugural flight from Toronto to Auckland.

Two-way trade between Canada and Australia/New Zealand last year reached \$1.3-billion, with the balance slightly in Canada's favor.

But the Canadian surplus, say officials, is no need to retard a push for greater business and co-operation between the countries.

EDC renews line of credit for Tunisia sales

Canadian companies have an opportunity, on a case-by-case basis, for small and medium-sized export sales to the Republic of Tunisia, following the Export Development Corp.'s renewal of a \$59.35-million (U.S.) line of credit with that country's Ministry of Planning.

The original line of credit signed in 1982, say EDC officials, had two allocations totaling \$20.65-million (U.S.) - one to support a sale of railway locomotives and spare parts; the other to support a sale of conceptual engineering services.

Lines of credit are a special kind of financing through which EDC lends to banks and financial institutions in other countries, which then re-lend the money to support sales of Canadian goods and services. Financing arrangements are quickly finalized as rates and terms have been predetermined.

Canadian companies interested in taking advantage of this latest credit renewal should contact their nearest EDC regional office or headquarters at 151 O'Connor St., Ottawa K1P 5T9. Tel: (613) 598-2500.

'We can meet the needs of Japanese automakers'

Continued from Page One

in this country for Honda and Toyota vehicles.

"We are not anxious to see the demand for parts created by the proposed Honda and Toyota plants being met solely by Japanese parts firms," says Patrick J. Lavelle, president of the Canadian automotive parts association and mission leader.

"We think the existing Canadian industry is capable of meeting the needs of these new investors especially if some joint ventures are possible. We have not," Lavelle continued, "pursued foreign automotive assembly investment so vigorously over the past eight years only to see that demand filled by foreign-based competitors."

The mission, he said, hopes to ensure that 'demand' is filled, at least to some degree, by Canadian autoparts manufacturers.

Mission members will meet and discuss purchasing and policy procedures with the purchasing agents of five major Japanese auto makers; visit the important Tokyo Motor Show where Canada has an Information Stand; pursue four days of individual itineraries; tour a Japanese car assembly plant; and meet with the Japanese parts industry (JAPIA).

As well, officials of eight of the Canadian

parts companies are to join Lavelle in a side trip to Hyundai's headquarters in South Korea to discuss the car maker's expansion plans.

But the APMA is not working in isolation.

Also on the mission are members from the departments of External Affairs and DRIE. They are part of trade minister Kelleher's TAAP-Japan program that complements the Industrial Co-operation Agreement with Japan signed in August by DRIE Minister Sinclair Stevens.

TAAP-Japan members, among other things, officials say, are to gather information during the mission for follow-up autoparts seminars across Canada in the coming year. Those sessions will be designed to keep automotive parts manufacturers abreast of developments and opportunities available to them in the Japanese auto industry.

As well, and if, investment and/or licensing opportunities are identified as a result of the mission, Investment Canada is reportedly prepared to invite an incoming Japanese auto parts investment mission to Canada next year.

Trade mission planted 'seed'

Continued from Page One

six-month training program for the new operators.

Industrial hardchrome is a surface coating used to reduce wear, in this case, on hydraulic components such as cylinders and valves. (The chrome used on car bumpers, for example, is soft and called decorative chrome.)

The seed for the Australian deal, says Dalby, was planted three years ago when Columbia's general manager Deryol Andrews joined a B.C. government trade mission to Australia.

Andrews was offering to sell complete hydraulic cylinders made in B.C. He was also trying to convince the Australians to send broken cylinders back to B.C. for repair.

This approach, says Dalby, was deemed financially unfeasible. It was then that Columbia Chrome decided to offer turnkey hydraulic repair and industrial hardchrome shops for sale to Australia.

In May of this year the deal with Morgan Equipment was sealed and the Perth plant is expected to open next month.

'The potential here is just fantastic . . .'

Continued from Page One

Checo and Hydro-Quebec that will make possible the electrification of areas about the size of Prince Edward Island.

"We have developed a unique system . . . to distribute electricity to small villages economically," says Leduc.

The main feature of this latest Canadian technology is an electronic 'black box' control that eliminates the need for high-cost substations for the electrification of small communities near HV power lines.

The new system was pioneered by Canadian engineers in 1978 during the building of the 735-KV lines running from the three power stations on James Bay to Montreal. BG Checo was one of the principal contractors in that \$16-billion project.

"A capacitive coupling system costs about \$300,000 while a traditional substation runs up to \$1.5-million," says Leduc.

"This project in Peru represents \$30-million worth of Canadian goods and equipment," says Leduc, noting that much of the equipment was sourced in Canada.

This material ranged from steel towers built by Montreal-based Tri-Steel Ltd., through insulators and conductors. It even includes the tools and equipment for the maintenance shops — down to the wrenches and screwdrivers, says Leduc.

"The potential for Canadian companies here is fantastic," Leduc says. "The trick is to find the attractive financing needed for large projects."

For the Peruvian project, financing includes \$18-million (U.S.) from Canada's Export Development Corp. and a \$9-million commercial loan from Credit Commercial de France, guaranteed by the government of Quebec.

With the power line in place, the government hopes to encourage development of an agro-industry in the area that is rich in agricultural resources, says Leduc. Already, with financing from CIDA, a wheat mill is under construction.

Another Montreal-based company, Lavalin International Inc., is involved in the area, working on a pre-feasibility study for a \$200-million hydroelectric project near Aucayacu.

And already there has been a spin-off.

Late last month, an agreement was signed in Quito, Ecuador, to install a pilot rural electrification project — based on the capacitive coupling system — in that country.

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